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**UNDERSTANDING THE MOTIVATION SURVIVAL AND GROWTH OF IMMIGRANT
BUSINESSES IN FINLAND**

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<p>Abstract</p> <p>This thesis presents the phenomena of immigrant entrepreneurship as recent studies on the subject in Finland are scarce. For many immigrants, Finland has become a preferred destination, and immigrant entrepreneurship is increasing. The study is motivated by previous scientific research on this topic and the researcher's interest in entrepreneurship. This research aims to bridge the gap between earlier studies as it concentrated on the country's specific entrepreneurs.</p> <p>The research explores the experience of ten immigrants and their entrepreneurial journey. To understand why they create companies in Finland, the challenges they encounter, and how they survive to overcome these challenges and grow successful businesses. This thesis employs a qualitative research method, and the research design is a case study. Through a semi-structured interview, the researcher interviewed ten immigrant entrepreneurs from different cities in Finland. Thematic analysis was used to analyze and interpret the interview data.</p> <p>The empirical finding shows that most of the immigrants were motivated to become entrepreneurs because they are underprivileged in the Finnish labor market. They are motivated by a lack of job opportunities, limited opportunity to advance their career, opportunities in the market, and to gain financial independence. Secondly, the challenges immigrants face are high tax rates, inadequate financial assistance, lack of cultural awareness, language barriers, barriers in the labor market, and getting access to business information in English.</p> <p>The immigrant entrepreneurs survive in Finland by social networks and support from family and friends, and educational qualifications. Further, they also rely on previous entrepreneurial experience, doing a part-time job to get extra cash, not limiting their business to Finland, self-motivation, building their brand reputation and commitment, and hard work. The factors affecting the growth of the immigrant business in Finland are Finnish language skills, lack of openness, employee acquisition and good employee retention, human capital, lack of financial capital to execute projects, and social and cultural integration.</p> <p>The study found that while the thesis finding is similar to past research results. It has also brought some unique elements, such as immigrants having limited opportunities to advance their careers. Doing part-time jobs to get extra cash, not limiting their business to Finland, self-motivation, and building their brand reputation to attract the mainstream population. The researcher, therefore, considers this thesis to be a contribution to the existing literature.</p>			
Keywords: Entrepreneurship, Immigrant entrepreneurship, motivations, barriers, challenges, Survival, and growth.			
Additional information: the immigrant's entrepreneurs are from Helsinki, Oulu, and Tampere			

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1. INTRODUCTION

1.1 Background of the Study

Immigrant entrepreneurship is becoming a global trend, and it is an integral part of our society today. It is also a common topic in the media, and of paramount interest to the policymakers. Over the past decades, research in immigrant entrepreneurship has significantly increased. Many researchers are developing a great interest in studying immigrant entrepreneurs as businesses play an essential role in the economy of a country (Acs, 2006). There is an ongoing debate on existing literature, which provides evidence about the role of entrepreneurship in fostering economic growth (Van Stel, Carree, and Thurik, 2005). Finland is among the world's most innovative and technology-driven economies with competitive markets, a pleasant business ecosystem that supports entrepreneurship. Finland has been ranked 10th in the world for doing business according to the World Bank report on doing business in 2016.

Immigrant entrepreneurship has played a significant role in Finland's economy, seeing that immigrant business activities in the community can affect innovation and market dynamics (Fornaro, 2018). Consequently, immigrant businesses have reduced the rate of unemployment in the country, as they create new companies and those businesses, in turn, generate employment opportunities. Immigrant entrepreneurship is an essential part of the economy as it is a source of various economic contributions by creating new job opportunities, innovation which encourage competition, and exporting goods and services to generate revenue (Ngugi et al. 2012). Governments around the globe now understand the significant role smaller businesses play in economic. Over the past decade, a remarkable transition has taken place in countries such as the United States and the United Kingdom (Storey, 2016). Most politicians believe that immigrant entrepreneurs have significantly contributed to the recovery of the U.S economy after the great recession through the increase in employment opportunities (Kerr and Kerr, 2016). Policymakers in Finland started to raise awareness about immigrant entrepreneurship after the recession in the early 1990s, mainly in the media and among politicians (Pukkinen, Stenholm, Heinonen, Kovalainen, and Autio, 2007).

Immigrant entrepreneurship is a vital way of addressing Finland's future economic challenges. There is a need for Finland to take more immigrants in order to address the predicted labor shortage and dependency ratio; this can significantly improve the country's underlying problem by enhancing economic growth. Currently, there is 10,000 immigrant business in Finland, as stated by the minister of interior on the yearly reports on immigration in Finland 2019. Those businesses have employed 30,000 people and have a collective turnover of €3.5 billion on their activities. Research shows that those Immigrant based companies produce more jobs than local companies (Yrittajat news, 2019). Statistical projection in Finland shows that the number of people employed will decrease by 75,000 in 2030. These include working people between the ages of 15 and 64. Despite this, Finland will have a growing number of older people shortly from 19% to 26%. Furthermore, the number of working-age people will eventually decrease by 300,000 if no immigrants are coming into the country (Statistics Finland, 2012 and 2015).

1.2 Statement of the Problem

Recent studies on immigrant entrepreneurship in Finland are scarce, and most of the research on the topic focus on specific ethnic groups or more or less entrepreneurship in particular geographic locations (Altonen and Akola 2012, Sjöblom-Immala, 2006; Heinonen, 2010 and Wahlbeck, 2007; Jumpponen et al., 2007). Despite the importance of immigrant entrepreneurship in economic development, there is little research on immigrant entrepreneurship in Finland as compared to other European countries. Studies from the Netherlands and Germany dominate immigrant entrepreneurship research in Europe. (Baycan-Levent and Nijkamp, 2009), study the most important factors of immigrant entrepreneurship phenomenon in the following European countries Denmark, Germany, Greece, Italy, the Netherlands, Portugal, Sweden, and the United Kingdom. In recent years, several studies have been conducted about immigrant entrepreneurship globally as the government takes the responsibility of creating awareness about the benefits of starting a business to inhabitants. Researchers seek to understand how the government and policymakers support immigrant entrepreneurship.

This research aims to bridge the gap between previous studies that have concentrated on the country's specific entrepreneurs. For example, modeling entrepreneurs from Blandish, Nepal, Turkey, Vietnamese, Chinese, and Black Africans, etc., by taking a scientific approach to the combined effect of immigrant entrepreneurs in Finland. The research focuses on its originality following the works of (Altonen and Akola 2012) by studying the motivation, survival, and growth of immigrant businesses in Finland. In their study, Altonen and Akola (2012) examined immigrant entrepreneurs in Finland. Their research focuses on understanding what immigrant entrepreneurs need as well as how they obtain essential resources in a foreign country. This quantitative research is particularly important to our existing research as it looks at the condition of immigrants in the labor market. We can use the perception of the above study and patterns as a framework to investigate different immigrant entrepreneurs in Finland and understand their motivation, survival, and growth. Previous research has mainly focused on motivation and finance but not immigrant entrepreneur's survival and growth. Therefore, this study further aimed to investigate immigrant companies from various sectors and explain what motivated them to start a business in Finland as well as their challenges, and how they survive and grow.

This research can contribute to the immigrant entrepreneurship literature in many aspects. It will be helpful to the Finnish government and research centers that focus mainly on immigrant entrepreneurship support services. This research could affect the increase in the percentage of successful immigrant businesses as well as prepare aspiring immigrants who want to become entrepreneurs in Finland. Through a semi-structured interview, this qualitative aim to discover further in-depth knowledge regarding the phenomenon, which in turn could provide some new dimensions for the development of new and existing theoretical concepts. The research aims to understand the performance objective immigrant entrepreneurs, look towards in the long-term that makes them remain in Finland.

1.3 Research Questions

Digging deeper into the topic of immigrant entrepreneurship in Finland. Most importantly, our research aims to provide valuable insights to the motivation and growth and survival these immigrant entrepreneurs face in Finland and, despite all these challenges, how they grow their business successfully over the years.

The research questions are as follows.

How do immigrants experience entrepreneurship in Finland?

The following are the supportive questions:

1. What motivates immigrants to start a business in Finland?
2. What are some of the challenges immigrants' entrepreneurs face in the host country?
3. How do they overcome those challenges and survive?
4. What are the obstacles that prevent their business from growing?

Considering the supportive questions, the first seeks to look at what makes immigrants want to keep striving towards building their businesses despite being in a foreign country. This may shed light especially to young entrepreneurs, as well as to people who hope to become entrepreneurs in future. The second question, by focusing on the challenges, helps bring into the limelight issues that these immigrants have to contend with. This question may help potential entrepreneurs understand what they may be facing should they decide to start their own businesses in a foreign country, especially in Finland. The third question is an extension of the second, which focuses on problem-solving. It may help policy framers and the government understand what immigrant entrepreneurs deal with and how they deal with it, thus knowing how further help can be given. Lastly, by asking the obstacles immigrant entrepreneurs face, this dissertation will be providing a clear starting point for future studies which may look at how these obstacles can be resolved.

1.4 The structure of the Thesis

This thesis consists of six parts following chapter one, which is the introduction part. Chapter two describes the study of immigrant entrepreneurship using the current literature. It begins by providing the definitions of the concepts chosen in this study: entrepreneurship, migration, and immigrant entrepreneurship. Then it reviewed the existing literature on immigrant entrepreneurship at the end of the chapter. A conceptual framework is designed to explain the relationship between the concepts in the study and relate it to the relevant literature.

Chapter 3 presents the research methodology and the reason for using this approach in this study. It also further explains the data collection process and the method of data analysis used in the research.

Furthermore, chapter four will present the results gathered from the qualitative data in the interviews with the immigrant entrepreneurs who participated in this study.

Chapter five presents an in-depth analysis and discussions of our findings discussed in chapter four by using the theoretical framework review developed in the second chapter of this study after analyzing and discussing the results and relate it to the relevant literature. The study will also give policy recommendations and implications. At the end of the discussion we will compare our findings with what other researchers found about the phenomenal of Immigrant Entrepreneurship in their studies.

Lastly, chapter six will complete the research by answering our research questions. We will end the section by discussing the conclusion and recommendations for further research.

2 LITERATURE REVIEW

This chapter begins by describing the phenomena of immigrant entrepreneurship. The main terms and concepts used in this study, entrepreneurship, migration, and immigrant entrepreneurship, are briefly explained, and the importance of firm /business survival and growth. A review of the current literature of immigrant entrepreneurship is then made, followed by a discussion of the theoretical perspective on the research of immigrant entrepreneurship phenomena. A conceptual framework is designed at the end of the chapter.

2.1 Entrepreneurship

Over the years, many academics scholars and economists have tried to explain entrepreneurship in a broader context using their understanding of the topic. However, scholars have defined the concept in various ways. Economist Mill wrote in this famous book principal of Political Economy in 1948, and he describes entrepreneurs as risk-averse individuals who took the financial risk to manage a business. Other scholars describe the concept based on creativity and innovation. Schumpeter 1949 defines an entrepreneur as a person willing and able to turn or change a new idea into a profitable venture. In 1989, Schumpeter redefined the concept of entrepreneurship as a means of generating wealth and resources through the production of goods and services. Schumpeter further said that entrepreneurs are motivated and talented groups of individuals. They predict and try to exploit prospective profitable investment opportunities. According to him, an entrepreneur is a pioneer who innovates and brings new combinations. Whiles Drucker (1985) focused his definition of entrepreneurship more on the outcome of the business. He described entrepreneurship as a business entity that attempts to achieve enormous economic benefits through risk-taking to boost financial performance.

According to Dejardin (2000), as one of the major elements that drive a country's economic development, it utilizes the best skills and creates opportunities for innovation. Entrepreneurs create value in the economy through job creation, investment, and philanthropy (Pinkowski 2009). Van Aardt and Bezuidenhoud (2002), also describe entrepreneurship as an act of planning, creating a business entity, organizing an entrepreneurial team, and obtaining specific resources such as capital to

take advantage of long-term profit opportunities from the market. Kuratko and Hodgetts (2004) explained that entrepreneurship is a creative way of developing and creating a vision. It takes energy and passion for innovative ideas and constructive solutions to be designed and implemented. Also, Pinkowski (2009) defined an entrepreneur as a person who starts or operates his own business independently.

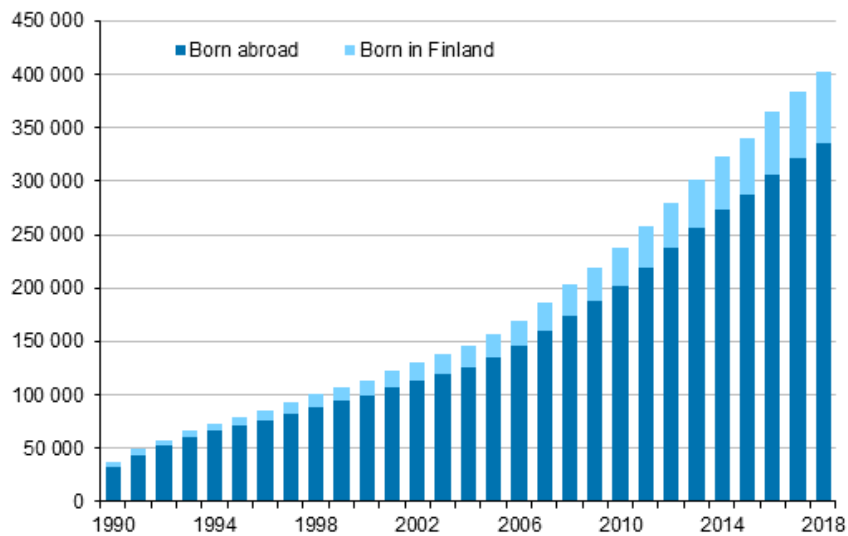
In this study, we obtain the definition of entrepreneurship from the literature review. Therefore, to be qualified as an entrepreneur in our study, specific criteria must be met. You must own a registered business with steady growth for at least one year. This thesis focuses on is on immigrant entrepreneurs in Finland, and we defined them as people who moved to a foreign country and established a business in that country. Our definition includes anyone self-employed.

2.2 Migration and Immigrant Entrepreneurship

Migration is a significant global trend fostering entrepreneurship. According to the UN Migration agency 2019, Migrants are individuals who are moving or have moved from their permanent place of residence through an international border or across different regions or provinces nationally. Irrespective of the individual's legal status. No matter what the reason for the migration, whether it is voluntary or not, and the period the person stays (UN, 2019). When migrants move back to their country of birth, that forms returned migration, and it usually contributes to the growth of local economies in many ways. Once migrants cross domestic and international borders, they connect markets within and outside a single country, thereby contributing to sustainable economic growth (Evansluong, Pasillas, Cruz, Elo, and Vershinina, 2019).

Europe is now one of the largest foreign migration destination areas. The number of international migrants arriving at the EU has increased substantially in recent years, from 1.15 million to 2.03 million annually from 2001 to 2005 (Eurostat 2008). For Instance, many countries that need labor force for regional development have minority groups, repopulating geographical areas, such as Australia and Canada (Froschauer 2001), the aging population of Europe, and lower rates of fertility. Aliaga-Isla and Rialp (2013) noted that a majority of immigrants in Finland were born abroad, and this is reflected in the 2018 statistic as shown in figure 1.

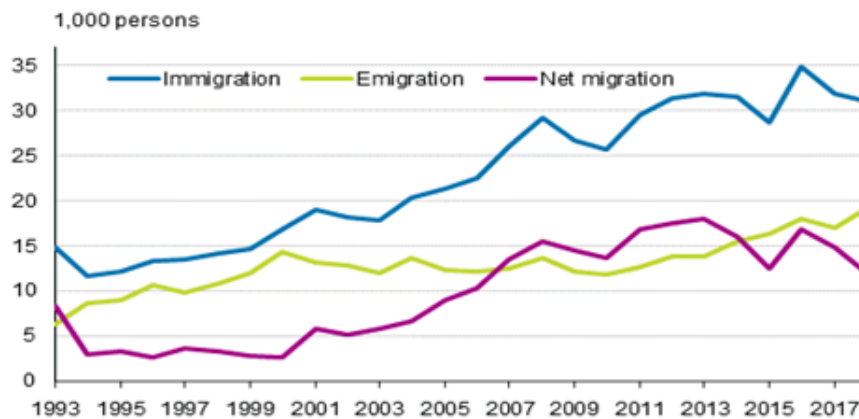
Figure 1: Persons with foreign background in Finland between 1990 to 2018



Source: Statistic Finland (2018).

According to statistical data, 402,619 people who were living in Finland. At the end of 2018, which was 7.3 percent of the entire population. There were 335,414 first-generation persons with foreign background, i.e. foreign-born, and 67,205 second-generation persons with foreign background, i.e. Finnish-born. (Statistics Finland 2018). In 2018, Finland experienced a significant drop in migration gain, as it was 19 percent lower than in 2017. Finland's migration gain decreased from 14,824 of the previous year to 11,958 people. A decline in immigration and an increase in emigration were the reasons for the lower rise in migration. In 2018, 31,106 people moved from abroad to Finland, and 19,148 people moved from Finland abroad. (Statistics Finland 2019). Furthermore, according to a survey by U.S. News 2018, Finland is ranked number 10th as the best country suitable for immigrants in the world (Berglund, 2017). Figure 2 is a summary of the migration trends in Finland between 1993 and 2017.

Figure 2: Migration between Finland and other countries 1993–2018.



Source: Statistic Finland (2018).

An "immigrant" is described as one who lives in a country other than his country of origin (Pinkowski 2009). Faist (2000) defined immigrants as individuals who have been living abroad for more than three months. In this thesis, to be qualified as an immigrant, a person must be born and raised outside Finland.

Rath (2006) said that immigrant entrepreneurship varies from country to country. (Volery 2007) describes the individuals who move to another country many years start a business there as immigrant entrepreneurs. Similarly, (Vinogradov 2008) also defines an immigrant entrepreneur as a company owner with an international background who innovates or creates a business to get revenue. In general, Immigrant entrepreneurship refers to the operations of small and medium-sized companies carried out by socio-cultural or ethnic entrepreneurs (Afewerki, 2015). Altonen and Akola (2012), define Immigrant entrepreneurs as people who immigrate to a foreign country create businesses that employ themselves and other people to work for the company. Immigrant entrepreneurship is an essential topic of study from different perspectives, yet it took a long time to become a worldwide phenomenon (Kloosterman and Rath, 2003). Immigrant entrepreneurship is often referred to as is "ethnic entrepreneurship" or "Immigrant business." These include people who migrate to other countries over a specified period. They are members of a community or minority groups who lived at a place for several decades, such as African- Americans in the USA, Jews in Europe, and others (Volery 2007).

2.3 Theoretical perspective of immigrant entrepreneurship

2.3.1 Firm Growth

There is no single acceptable, universal definition of firm growth. However, growth is measured based on size, a number of employees, revenue, turnover, profitability, annual income, etc. (Storey, 1994). Growth can be defined in terms of income generation, financial value, and market size expansion. It can also be measured in the form of its marketplace, quality of the product, and consumer loyalty. While studying a company's growth, understanding the definition of the firm is also crucial. A company's growth depends on what the company is, how much it has expanded, and what it offers to the market. Studying how an organization manages the growth stages and changes and what trends they adopt is important (Gupta, Guha, and Krishnaswami, 2013). Life-cycle evaluation has become the most used method to research a firm's growth. Through life cycle models, the growth of a business is considered endogenous, and so assumed that the growth happens in stages over a period.

Many countries use the firm's turnover to measure a company's size, while others use fixed investment, or the number of employees (Lokhande 2011), sales volume, and net assets (Rahman 2001). The resource dependency theory is the most comprehensive and relevant firm growth theory. It suggests that companies need resources to support their growth and survival (Storey, 1994). The resources can be both financial and human resources such as managerial skills, commitment, and entrepreneurial mindset for the business to achieve success (Sipola, 2015). However, there is limited research on the growth phrase of immigrant businesses, and the previous study found that several prominent sectors have not yet researched on business growth (Gupta, Guha, and Krishnaswami, 2013).

2.3.2 The Importance of Business Growth

The growth of a company is connected to its survival. Companies that undergo consistent growth will be more likely to survive in the market. Business growth is vital in many aspects concerning employment creation, high competition, and market dynamics. Moreover, the importance of business growth for employment creation is

generally recognized as well as the development of these businesses in developed countries (Sakari 2015). Business growth is an essential part of the economy as it can affect the employment rate. If business growth is steady, there are tremendous employment opportunities, but if the business growth is unsteady, it means that there will be employment loss. Employment and unemployment are linked to the existing and new market capacity to grow (Carrizosa, 2007). According to Storey (1994), out of every 100 small firms, the four fastest-growing firms will generate half of the group employment over a decade. Consequently, the creation of new jobs does have implications on the national budget.

Business growth is also essential to economic development (Storey, 2016). A company's growth affects the overall economy; a change in firm growth will boost its competition toward other businesses, leading to an increase in a country's economic growth. By comparison, a decline in the number of employees in a company can signify or trigger a crisis. Business growth can lead to innovation and technological development (Pagano and Schivardi, 2003). For businesses to grow in a competitive market, they need to incorporate technology into their business to have a competitive advantage against their competitors. Company growth also has some implications for the decisions of politicians (Wagner, 1992). Steady growth can increase employment and economic activities as politicians can use firm growth policies to monitor those economic and financial indicators. Moreover, understanding business growth is vital to the economy (Carrizosa, 2007).

Several factors will determine the success of a business (Gupta, Guha, & Krishnaswami, 2013). Most studies on growth focus mainly on the size and age of the company. According to research, many factors can influence a company's growth. Scholars like Storey (2016) have identified several factors influencing small firm growth. He classified these factors into three groups. Firstly, factors related to the entrepreneur as an individual, the factors related to the company or firm, and lastly, the factors related to strategy.

Lewis and Churchill (1983) describe eight critical factors for evaluating a company's success or failure. They include financial, personnel, business resources, and the entrepreneur's personal goals, operational abilities in doing essential jobs, management expertise, and ability to delegate a task, and the strategic future-oriented skill.

Knowing the phase of growth, the company is in will helps administrators, consultants, and investors to make better decisions to prepare the business for future uncertainties. Figure 8 is a list of some of the most mentioned factors by the above authors.

Table 1: Factors that influence the Growth of Small Businesses

Factors that influence the Growth of Small Businesses		
ENTREPRENEUR	FIRM	STRATEGY
Motivation	Age	Workforce
Unemployment	Sector Training	Management Training
Education	Legal form	External equity
Management experience	Location	Technology
Number of founders	Size Market	Market positioning
Prior self-employment	Ownership	Market adjustment
Family history		Planning
Social marginality		New products
Functional skills		Management recruitment
Recruitment		State support
Age		Customer Concentration
Prior business failure		Competition

Prior sector experience		Information and advice
Prior firm size experience		Exporting
Gender		

Source: Storey (1994)

2.3.3 The Factors that restrict the growth immigrant Businesses

Recently research on immigrant entrepreneurship and the challenges they face in the host country have significantly increased. Altinay and Altinay (2008) study the factors that influence the growth of ethnic immigrant entrepreneurs in the UK. The finding of their research suggests that three primary factors affect the growth of immigrant businesses, such as English language proficiency, education, and reliance on the co-ethnic market. Altinay and Altinay (2008) analyzed language as a barrier to entrepreneurship in the host country. They found the ability to communicate with others in English an essential factor, which in turn affects social and economic integration and profitability of the business. From the perspective of the immigrant entrepreneur, it is imperative to communicate effectively with customers and when obtaining the necessary resources of the company such as business loan and startup advice and training.

Altinay and Altinay (2008) also, found a strong linked between English language skills and growth of immigrant businesses in the United Kingdom. They also found co-ethnic networks as an important factor that hinder the growth of immigrant businesses. Previous studies on immigrant entrepreneurship recognized the importance of ethnic labour for business growth (Leung, 2002). According to these studies, having immigrant employees offers the company a competitive advantage over their counterparts. Altinay and Altinay (2008) argue that growth depends positively on the entrepreneur's ability to network within the co-ethnic group by seeking advice and information on the business. Most of the ethnic companies rely heavily on the selling of ethnic products and services, particularly in the first phase of the business, where they can have an additional benefit. They often believe that the survival of the ethnic

business depends on the ethnic community networks such as cheap family labor and close community networks that can provide support and loads of capital. However, other scholars suggest that relying heavily on ethnic customers can have some barriers to business growth and failure to attract the mainstream market.

Furthermore, Altinay and Altinay (2008), in their study, also outline other minor factors as barriers affecting the growth of the immigrant business. One of these factors is controversial, but I think that it is a significant issue. Previous literature suggests that religion can be a barrier to the growth of the immigrant business. Metcalf et al. (1996) study Asian self-employment in England and found that Indians immigrant entrepreneurs tend to be more successful than Pakistanis due to certain cultural factors are. E.g., some religions forbid interest payments on loans from banks. The authors argue that Pakistanis who practice the Islamic faith and less likely to integrate into the Western culture and may find it hard to do business with non-Muslim. Research shows that financial resources are one of the critical elements in the growth and sustainability of immigrant businesses.

(Chrysostome, 2010) in his study found that financial capital is relevant for firms' survival and growth as immigrant businesses face similar financial challenges as big companies. However, they often find it challenging to get access to financial capital from financial institutions like banks. Immigrant companies find it challenging to obtain business loans, particularly for necessity entrepreneurs, because their companies are not creative or offer an innovative product. They might find it challenging to attract financial institutions, and these businesses need financial resources to manage their business experiences. These expenses are essential to the survival of immigrant businesses. (Chrysostome, 2010) claim that immigrant entrepreneurs can end up bankrupt if the company's operating capital is not enough to cover such significant operating expenses.

2.4 The Motivation for immigrants to become self-employed

Kamraj and Muralidharan (2005), Khanka (2009), Manimala and Pearson (1998) and Maslow (1954) studied motivation and its links to business. Khanka (2009) classified motivation factors driving entrepreneurs into "push and pull" factors. Most of the

scholars categorized the factors motivating entrepreneurs into internal and external factors (Hakim, 1989; Schjoedt and Shaver, 2007; Segal et al., 2005 and Kirkwood, 2009). Personal or external factors are like push factors in that they have negative associations (e.g., barriers that prevent immigrants from entering the jobs market in a foreign country), while internal factors are comparable to pull factors. These are the things that drive people to start-up businesses (e.g., Business opportunities, market gap, or unmet consumer needs in the host or foreign country).

A current study found that pull factors are becoming increasingly common motivational factors for entrepreneurs rather than the push factors. The market opportunity is also considered as one of the primary motivating factors to become an entrepreneur (Segal et al., 2005; Shinnar and Young, 2008). According to Kirkwood, (2009), entrepreneurs that are motivated by the pull factor tend to be more successful than their counterparts who establish a business based on push factors. Money and independence are the pull factors why individuals choose to become entrepreneurs rather than following the traditional process of becoming employees. Similarly, job dissatisfaction, unemployment, and immigration are push factors that might lead people to entrepreneurship (Henriquez et al. 2001 and Kirkwood, 2009).

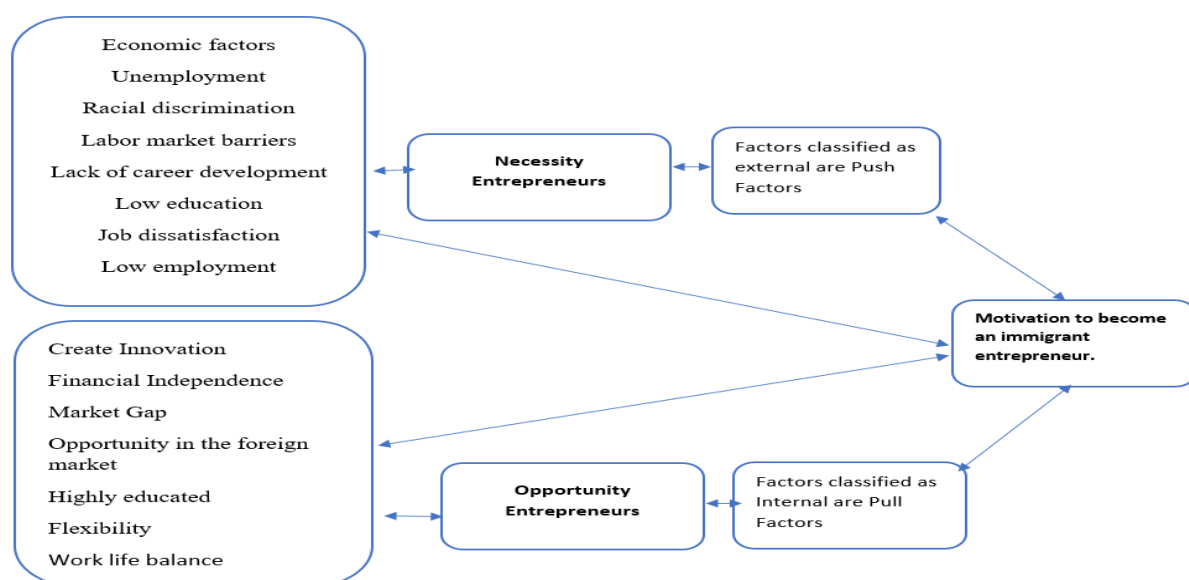
In addition, Wahlbecks (2007), in his study about Turkish immigrants in Finland, found that one of the main reasons why immigrants start businesses in Finland is due to the lack of employment opportunities. Another study by for sander (2002), suggests that economic survival is a motivating factor why most immigrants become entrepreneurs as they often face challenges in finding a job in the host country. Therefore, because of these barriers, they are forced or pushed to find an alternative solution, which is entrepreneurship as a means of survival to maintain their social status.

Kirkwood (2009) also outlines independence, financial freedom, as well as unemployment as the primary motivations of becoming entrepreneurs. Other researchers also described similar findings for the entrepreneur's motivation. The authors outline the push motivational factors as poverty, unemployment, job dissatisfaction, racial discrimination, inadequate professional qualifications, and labor market barriers, lack of professional development, and lack of adequate information as the factors why immigrant has become entrepreneurs (Kirkwood, 2009).

Furthermore, a study done in the United States classified entrepreneur's motivation into four types as freedom, economic situation, self-establishment, and family background (Robichaud, McGraw, and Roger (2001). Also, Benzing and Chu (2009) studied the motivation of SMEs and there in Africa and found that financial independence was the primary motivating factor that influences people to become entrepreneurs in that region.

A recent study done by Altonen and Akola (2012), found that immigrants who find it hard to find a paying job are "pushed" into "self-employment" as contrary to people who are "pulled" into "self-employment", may be attracted by the incentives and independence it provides. Another current study by Amit and Muller (2013) about "Push" and "Pull" Entrepreneurship gives a clear explanation of the push and pulls motivational theory about entrepreneurship. They differentiate between two types of entrepreneurs based on their motivation. The study describes push entrepreneurs as people who are unhappy or dissatisfied with their jobs, that drive pushes them to start a business for reasons unrelated to their entrepreneurial characteristics. The summaries of current articles contributing to the Motivation theory in the Figure 5.

Figure 3: Entrepreneurial Motivation classified into push and pull



Source: Created by the author based on the current literature about the theory

2.5 The Survival of Immigrant entrepreneurs

There was a prevailing opinion in earlier research on immigrant entrepreneurship that immigrant enterprises were the only means of surviving in a foreign country. Presently, this opinion is varied; as many immigrant entrepreneurs start their own company because they want to take advantage of the untapped opportunities in the foreign market, and not because of the normal difficulties they encounter in the host country (Chrysostome, 2010, and Waldinger et al., 1990). Chrysostome did a fascinating study about the success and survival factors of necessity immigrant entrepreneurs in 2009 and 2010. In his research, he proposes a model that explains success factors for immigrant entrepreneurs and indicates the concept of survival. He gives a theoretical explanation of the survival factors of immigrant entrepreneur's faces in the host country. Chrysostome describe the survival factors as determination and commitment, entrepreneurial mindset, ethic network, ethnic market niche, risk management, organizational skills, innovative solutions, and Government anti-immigrant initiatives.

The study suggests that the concept of survival is more suitable for immigrant entrepreneurs and, therefore, should be evaluated primarily by business age. At the same time, the average quantitative indicators should measure the concept of success. The research also suggests a theoretical explanation of the survival factors of necessity immigrant entrepreneurs based on various existing theories. Chrysostome proposed five categories of survival factors for necessarily immigrant entrepreneurs: ethnos cultural factors, financial factors, managerial factors, psycho-behavioral factors, and institutional factors. He further suggested a framework that could help self-employed individuals who establish their company or face challenges in their business to consider the crucial factors that must be regarded to survive.

Moreover, other researchers like (Massey, 2000) and (Rumbaut, 1995) Indicate immigrant business enterprises in the host country is a way of survival. Besides, those necessary migrant entrepreneurs are primarily from developing countries due to current situations. For example, in the United States, many of these immigrants came from Latin America, Asia, and the Caribbean Islands, after the 1965 U.S. Immigration Act that abolished the system of national origins quotas. Few of them are from the Middle East and Africa (Min and Bozorgmehr, 2003), and most of them do not have a high level of education, which often gives them limited professional experience.

2.6 Challenges of immigrant entrepreneurs

Immigrants are considered internationally to be highly skilled, but they often faced challenges in a foreign country when they arrive before integrating into the new community. Omisakin (2017), study the economic contribution of African immigrant entrepreneurs and the challenges they face in New Zealand. The results of the study suggest that immigrants contributed to the New Zealand economy by creating jobs for citizens, developing new businesses, linking local businesses to international companies, and contributing to economic growth and development by paying income taxes. Immigrant companies face several challenges, including the failure to secure capital, high taxes compared with business rates, a small population, service accounts, competition, and high operating costs. The immigrant business also struggles with a lack of cultural understanding of their new environment and the knowledge of how companies operate in Australia (Omisakin, 2017).

Pinkowski (1998) studied immigrant entrepreneurs from Great Britain, Germany, the United States, and the Netherlands and analyzed the challenges they face in running their businesses, which are lack of access to information on how to get financial capital, language barriers and how to manage and hired trustworthy and inexpensive workers. In another study Pinkowski (2009) also stated immigrant entrepreneurs are not willing to seek assistance from Government centers because of the ethnic background of migrants or their experience in their country.

Daphne (2017) study the business profile and the characteristics of small immigrant companies in Albanian. The research found that Albanian immigrant entrepreneurs find it challenging to come up with the mandatory requirement to get a bank loan in Greek banks to finance their businesses. They are required to deposit 60,000 euros to the bank before they can get business loans. Other factors that immigrant entrepreneurs often experienced were cultural discrimination, financial issues, intense competition, and relationships with customers, and they must send money to their families back due to the economic conditions. They also believe that the racial discrimination and behaviors of Greeks towards them at the beginning of their entrepreneurial journey prevented them from integrating both social and cultural. To be accepted, many of

them have changed their names to sound Greek and using different means to hide the ethnic origins.

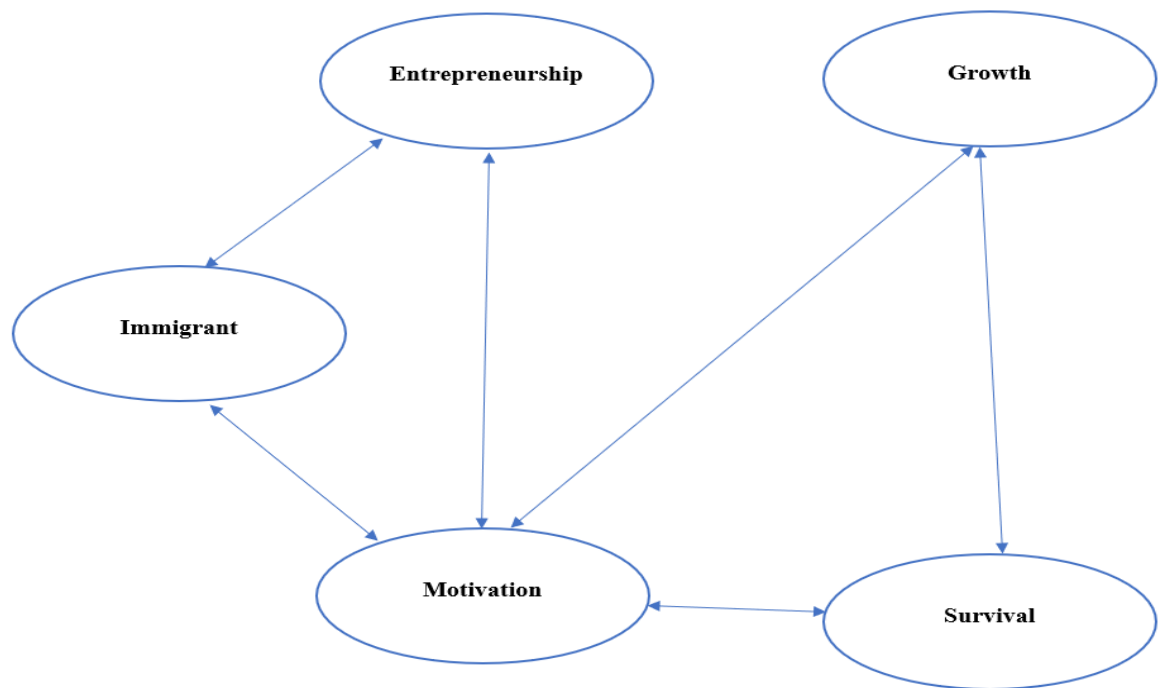
Gupta (2019) did a new study about the challenge's immigrant entrepreneurs encounter in starting small- scale restaurant businesses in Finland. He found in his research that the significant challenges immigrant entrepreneurs face in establishing a small-scale restaurant business in Finland. Such as lack of language proficiency, funding, startup capital, getting the required training, inadequate resources, lack of knowledge and experience, skilled and affordable staff, Government bureaucracy, and financial information (Gupta, 2019). The author suggests that to overcome the challenges immigrants previous work experience, franchise operations, and financial assistance from friends and families, as well as learning the native language of the country in school or college be helpful. The restaurant owners can be minimized working overtime by recruiting staff; they need to keep financial records, bookkeeping, and accounts for government bureaucracy (Gupta, 2019).

Tokalic, (2017) Study the Challenges immigrant entrepreneurs face in accessing capital in Finland. The research results show that immigrants face similar challenges as the indigenous in entrepreneurs. Access to finance is identified as a significant challenge for entrepreneurs in Finland, other problems in this study include language barriers, financial management, poor communication, a lack of effective communication and understanding between foreign entrepreneurs, the Finnish government and financial companies that support entrepreneurs. Moreover, when obtaining a business loan, some immigrants find it difficult to provide specific credentials like credit history, long-term relationships with the bank, and financial accountability. (Tokalic, 2017).

2.7 Conceptual framework

In this thesis a conceptual framework is created to explain the phenomenon of immigrant entrepreneurship by using the theoretical perceptive from various literature we discuss earlier in this chapter. The concepts of our study will be linked to the theory based on the reviews of our current literature in the theoretical background at the beginning of chapter two.

Figure 4: Conceptual Framework of Immigrant Entrepreneurship developed by the researcher



As shown in Figure 6, the present study focuses on the links between immigrants and entrepreneurship, motivation, growth, and survival. All these factors are interdependent on one another. The study posits that immigrants are affected by their entrepreneurship perspective as well as their level of motivation. At the same time, the growth and survival of their business is affected by their level of motivation, and their level of motivation also affects their growth and survival in a cyclic web of interdependence. This interrelationship attempts to show how each factor depends on the other in the journey of an immigrant entrepreneur and can be further illustrated by the resource dependency theory.

The resource dependency theory characterizes power as an actor's ability to gain control of other players' resources (Harris and Holden 2001). As this concept explains, the excessive force that comes from resource-based relationships creates pressure for the organization that solely depends on the resources to accept the demands. The most difficult environmental challenges challenge organizations to face the uncertainty of resources is one of the most significant (Findikli, 2019). Resource dependency is described as an element of the power and control common in the environment in which organizations are located (Pfeffer and Salancik 2003). Uncertainty regarding the availability of resources can be either inadequate or adequate as they related to the

types of organization's relationships. According to the resource dependency theory, firms must develop strategic partnerships to reduce environmental dependence and uncertainty (Pfeffer and Salancik 1978). The resource dependency theory suggests that firms have to develop strategic partnerships to reduce environmental dependence and concentrate on the negotiation of dependency relationships and uncertainty (Pfeffer and Salancik 1978). An example of this the relationship between the manufactures and the supplier. They can have a positive effect on the company's financial results when these relationships are managed appropriately. In present times, successful partnerships between manufacturers and suppliers are the favored way to achieve a competitive advantage (Findikli, 2019).

Scholars have been using various theories to explain the phenomenon. The “Push” and “Pull” motivation theory describe and analyzed by various scholars. Chrysostome (2010), in his study, categorizes the motivation of immigrant entrepreneurs into two. He describes immigrants that are pushed into entrepreneurship because they face barriers to employment or employment challenges in the host country, which prevents them from having access to the labor market as necessity entrepreneurs. Therefore, because of these barriers, they are forced or pushed to find an alternative solution, which is entrepreneurship as a means of survival to maintain their social status. Likewise, the pull factors are the positive reason why immigrants become entrepreneurs in the host country. Money, independence, financial freedom, market opportunity, market gap, and unmet needs are the pull factors people to become entrepreneurs. Rather than following the traditional process of becoming employees and working nine to five jobs. Kamraj and Muralidharan 2005, Khanka 2009, Manimala and Pearson 1998, and Maslow 1954).

Chrysostome (2010) also develop a model that is important for a firm's survival and success he suggests five categories of factors like "ethnocultural, financial, managerial, and institutional." These factors can help the performance of necessity immigrant entrepreneurs in the host country, Chrysostome, (2009 and 2010) discuss the significant the concepts of survival and growth to the immigrant businesses. These include the business owner's educational qualification, the ethnic market, startup capital, emergency loans, previous experience risk-averse, and commitment. Linskey, (2004) also highlighted the significance of state institution to support to enhance the

growth of immigrant businesses. Ibrahim and Galt (2003), argue that government policies in western countries have played an essential role in fostering the growth of immigrant businesses and their survival.

Therefore, the theoretical models discussed above the Immigrant entrepreneurship thus provide a detailed analysis of the phenomenon. Scholars debate the mechanism under which immigrant entrepreneurship can be encouraged or prevented. All the models created by past literature give a comprehensive overview of immigrant entrepreneurship its weakness and strength. They provide essential tools to analyze and study the entrepreneurial motivation, survival, and growth in Finland. Table 1 is a summary of the literature review chapter in relation to the research questions.

Table 2: Summary of the literature

Research Question	Finding of current Literature
1. What motivates immigrants to start business in Finland?	Barriers to employment, Entrepreneurial culture, Internal and external reward, Financial independence, Lack of employment opportunities, Accomplish a dream, Job dissatisfaction, Challenges In the labor market and Exploit opportunities in the market.
2.What are some of the difficulty's immigrants' entrepreneurs face in the host country?	Failure to secure capital, High taxes compared with business rates, Relationships with customers, skills needed to manage a company, Competition & access to get information, High operating costs, lack of cultural understanding, and language barrier, Discrimination.

<p>3.How do they overcome those difficulties and survive?</p>	<p>Financial factors, Cultural practices in the home country, Commitment &entrepreneurial mindset, Ethnic market niche & Ethic network, Risk management &Managerial factors, Organizational skills, Education, Innovative solutions, Community Networks, previous business experience and Government anti-immigrant initiatives.</p>
<p>4.What are the obstacles that affect the growth of immigrant business</p>	<p>English language proficiency, Education- human capital, Government Policy, Religion or Cultural believes, Lack of funding, legal systems Challenges, family history & Ethnic market, Size, age, Location, cultural understanding of the host country.</p>

Source: Created by the author based on the current literature review in chapter two and the analysis of our empirical data.

3 RESEARCH METHODOLOGY

This chapter aims to discuss the methodology used in the investigation of immigrant entrepreneurial motivation, survival, and growth. It presents the research methodology and the reasons for using this approach in this study. The first part of this chapter discusses the research design, research approach, sampling and data collection methods and respondents' profile. The chapter then concludes by discussing the limitation of empirical research.

3.1 Research design

A qualitative research method is mostly used by scholars to investigate social experiences, structures, and processes, and it also helps to understand the meaning of the phenomena. The qualitative research method is aimed at helping researchers to understand how, why, and what people think about before making a specific decision or behaving in a particular manner. It is designed to allow researchers to understand the social and cultural context of the human being. The primary benefit of qualitative research is for the researcher to see and understand the meaning of decisions and actions (Myers, 2013). It also helps to design and develop the study as it provides an overview of how the research was conducted. Qualitative research approaches, according to Creswell (2002), involve ethnography, case studies, grounded theory, qualitative analysis, and descriptive study. According to (Myers 2013), a qualitative research method gives in-depth information, quality, and richness of the research results. This research approach offers a deeper understanding of how people behave and manage their daily activities. Thus, the qualitative case study approaches in this study as it is the most suitable to understand the motivations and collect empirical information from the immigrant's entrepreneurial journey in the host country.

3.2 Research approach

Bryman and Bell (2007) describe two common research approaches, which are inductive and deductive. Researchers collect empirical data in inductive research methodology and draw conclusions from empirical evidence and create hypotheses. Researchers do not have to start as a blank sheet in inductive research methodology, because it is implemented with per-knowledge of such phenomena (Bryman and Bell 2003). The deductive analysis approach starts with the hypothesis and continues from

there to a conclusion, which is guaranteed. The current study research methodology is both inductive and deductive analysis. The researcher has collected information about the subject from the literature review due to the nature of the research. This thesis uses a theoretical approach with both an inductive and deductive approach, which is also known as abductive approaches. Using two methods enables the researcher to provide an in-depth understanding of the phenomena and modify the original paradigm, thus allowing room for unpredictable yet related outcomes.

3.3 Sampling and Data Collection Methods

The methods of sampling technique that researchers used to select participants who can give details information on the investigated phenomenon, the sample size of this study were purposely limited to first-generation immigrant businesses in Finland., like Helsinki, Turku, and Oulu. The diversity of the study participants is essential as their multiple identities can be very useful for the research as it can give a different perspective on immigrant entrepreneurship. The researcher has selected respondents from different backgrounds to make my sample as diverse using a purposive sampling method. Also, their business operates in various industries and business sectors. The number of employees from the respondent's companies selected has started from one to two persons and expand in the range of ten to twelve employees. The study focused on ten immigrant entrepreneurs from different parts of the world, namely, Angola, Brazil, Ghana, Indonesia, India, Nigeria, Nigeria, Pakistan, Togo, Turkey. The target population was primarily people who have independently founded their business here in Finland after they moved here as foreigners.

This research used primary and secondary data sources for the data collection. For the empirical part, primary sources such as interviews, case studies, and observations were used and secondary sources such as literature, documents, published data were used for the theoretical section. Several sources for collecting data were described by (Yin 2003), and all these sources include interviews, direct observations, reports, participant observations, archival records. For this study, interviews were the preferred method as it allowed in depth data collection, which is in line with the qualitative approach selected and the most suitable to the answering the research question.

In terms of questionnaire design, the list of the interview question is in the appendix. The topics included general questionnaires on immigrant entrepreneurship. Personal

questions, like their educational qualification, language proficiency. How and why they start a business, motivation, opportunity, startup development process, previous work experience. Their entrepreneurial journey from starting a business to expanding successfully, funding, or support they received were also included. Further, they were also asked the significant challenges encountered while starting the business and how they dealt with those obstacles. Survival and growth of their business, as well as how the government can support immigrant enterprises were also part of the interview items.

To investigate the struggle and growth of immigrant companies in Finland, we used interviews to examine the survival and growth of immigrant enterprises. Qualitative interviews are a flexible and useful resource for interpreting personalities and how people interpret their experiences. A selection of specific guidelines is used for qualitative research to design the interview questions cautiously (Rabionet, 2011). The decision to use an interview was taken for the entrepreneur's stories to direct us through the research process analysis process. According to Rabionet, (2011), there are many methods of conducting and recording, however, the most used are then written notes, subsequent notes, audio recording, and video recording, but the literature suggests above all other approaches the recording of audio.

In this study, a face to face interview was to be conducted in a quiet private place to avoid distractions so that everyone could listen to the details discussed using audio recording through a mobile device. However, due to the Coronavirus, global Pandemic participants were afraid to meet face to face. Before the outbreak, five interviews out of ten interviews had already been done. Therefore, the rest of the interviews was done online via skype and Zoom. All in all, the semi-structured interviews were conducted during the winter in 2019 and 2020, comprising ten participants.

The interview was transcribed carefully from the audio to text so that all nonverbal information remains in the memory. Through observation, verbal and nonverbal gestures are considered relevant in this study. It only eliminates words or sentences which science considers meaningless. The answers to the question are classified into subcategories and themes through content analysis. In order to code the transcribed interview, we identified similarities and notable differences by highlighting the text of the participant's behavior's as we observed during the meeting. We decided to use

thematic analysis method in this study, as it is one of the most important analytical methods for qualitative research. It emphasizes the identification, analysis, and interpretation of relevant themes in empirical data. The essential information was theme into groups and subgroups as they relate to our research question. This data analysis method will help the researcher understand the relationship between entrepreneurial motivation and business survival and growth. The drawback of this method of research is that it is not easy to trust the information collected through this interview because sometimes it may be misleading, and useful information may be challenging to obtain interviewer biases. There is always a risk that the interviewer may be biased, and that can affect the interview process (Nijkamp, Sahin, and Baycan-Levent, 2010).

3.4 Respondent profile

Three female and seven male immigrant entrepreneurs. The respondents had a diverse age from the late 20s to the late 50, most are 30 and above. Males are overrepresented in the gender composition of the study, as most of our participants are male. Moreover, studies have shown that males mainly dominate immigrant entrepreneurship. A research was done by Brieger and Gielnik (2020) recently to understand the gender gap in immigrant entrepreneurship. They found that women immigrants are less likely to launch their businesses as immigrant entrepreneurship has a gender gap. Immigrants women are less likely to start and run their own business than their men's counterparts. However, there are no statistical data in Finland, showing that the gender gap exists among immigrant entrepreneurs.

Secondly, respondents and varying national origins. The sample represented entrepreneurs from Angola, Brazil, Ghana, Indonesia, India, Nigeria, Nigeria, Pakistan, Togo, Turkey. There was also diversity in terms of business type. The participants currently manage Beauty & Cosmetic and Personal Care, Restaurant, Nigh Club, Fashion retail, Photography and Tourist guide, IT Marketing Solution's, Cleaning Company, Consultant, Restaurant and Event planner.

In terms of enterprise size, the number of employees in the companies of the participants starts from 2 to 3 employees, and the maximum number is 12. Before the interview, all the interviewees were informed about the goal and the present study. the table above show the list respondents in this study

Table 3: The demographic information of the respondents

Entrepreneurs	Country of Origin	Business Area	Type of Business	Number of Employees	Entrepreneurial Experience	Length of Interview	Educational Qualification
Entrepreneur A	Togo	Oulu	Beauty, Cosmetic and personal Care	2	5 years	45 minutes	Bachelor's degree
Entrepreneur B	India	Oulu	Restaurant	5	3 years	90 minutes	Master's degree
Entrepreneur C	Nigeria	Oulu	Night club	10	4 years	45 minutes	Master's degree
Entrepreneur D	Pakistan	Helsinki	Fashion retail	3	2 years	45 minutes	High school diploma
Entrepreneur E	Ghana	Helsinki	Photography and Tourist guide	1	2 years	1 hour	Master's Degree
Entrepreneur F	Indonesia	Helsinki	IT Marketing Solution's	2	1 years	50 minutes	Master's degree
Entrepreneur G	Nigeria	Turku	Cleaning Company	10	7 years	1 hour	Two Master's degree
Entrepreneur H	Brazil	Helsinki	Consulting Agency	2	6 years	1 hours	Two Master's degree
Entrepreneur I	Turkey	Helsinki	Restaurant	12	10 years	45 minutes	Bachelor's degree

Entrepreneur J	Angola	Turku	Event planer	1	3 years	45minutes	Master's Degree
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Source: created by the Authors.

3.5 Limitations of the Empirical Research

Empirical research has some limitations as the researcher must demonstrate whether there is a possible limitation to their study or some bias when collecting and interpreting the data. The sample might be small to generalize it as the experience of all the immigrant entrepreneurs in Finland to get a broader perspective of the phenomenon the size sample should be increased. There is also an opportunity to research this study further by using a bigger sample size. Secondly, there is a lack of previous studies research in this area. Many studies have been done on motivation. Still, to my knowledge, there are no studies that have been done about the survival and growth of immigrant businesses in Finland that might be a constraint on our finding as there is no previous literature in Finland addressing this specific topic. Thirdly, All the participants chosen for this study are first-generation immigrants. Fourthly, the researcher interviewed ten immigrant entrepreneurs from three different Finnish cities, Oulu, Helsinki, and Turku, based on my network and the suggestions of my respondents for the data collection, which might be or biased. Lastly, some of my respondents share critical information about their entrepreneurial journey and what it is like doing business in the host country. This research omits the personal information of the participants, such as their names and business names, in order to protect privacy. Also, the researcher did not mention the personal information because that can disclose their identity so to protect those confidential; therefore, the information will not be discussed in this thesis.

4 EMPIRICAL RESEARCH FINDINGS AND ANALYSIS

This chapter presents the results collected from the empirical data as primary data by conducting interviews with the immigrant entrepreneurs who participated in this study. The result is analyzed base on the framework created in the literature review section in chapter 2, which connects the main concepts in this study. The empirical data is collected through the interview conducted with the ten immigrant entrepreneurs, as describe in the previous chapters. This study aims to get a deeper understanding of why immigrants become entrepreneurs in Finland. After starting a business, the challenges they face businesses and how they overcome these challenges and grow successful businesses.

4.1 Factors affecting the growth of immigrant businesses in Finland

The following are the factors affecting the growth of immigrant companies in Finland based on the empirical data collected in this study. Finnish language skills, lack of openness, employee acquisition and good employee retention, Human Capital, Lack of financial resources to execute projects, and social and cultural integration. All the factors will be discussed more in detail below.

4.1.1 Finnish Language Skills

The respondent noted that language skills have a significant impact on their business growth. Among all the ten immigrant's entrepreneur that participated in this study, only four out of the ten can speak fluent Finnish language. Entrepreneur G said that his company is a cleaning service, and they manage various Finnish companies. According to him, "language is the biggest reason why his company is not growing faster than expected". Other immigrant entrepreneurs also highlight the significance of the Finnish language to the day to day business activities and how they interact with Finnish clients. The other immigrant entrepreneurs mention that language is a hindrance to their business growth. Altinay and Altinay (2008) study the factors that influence the growth of ethnic immigrant entrepreneurs in the UK. The finding of their research suggests that three primary factors affect the growth of immigrant businesses, among which English language proficiency.

Entrepreneur E said that the language had affected the growth of his business in Finland, especially with the “accounting system”. After having a degree in accounting for language barriers, she needs to hire another person to do the accounting work for her, which her small business cannot afford. The business Invoice a lot of companies, and most of the time, she is an accountant interpreting the tax system for her with a local company and doing other things better. According to E, “if your Finish language is not good, you need somebody to help you to understand the tax system.” The respondent added that “If you do it by yourself, you might make a lot of mistakes because you not fluent in the language,” Entrepreneur F also said that when he wanted to register their business in Finland, it was very challenging to do it online because of the Finnish language. Therefore, it is evident that Immigrants entrepreneurs need Finnish language skills to grow in the new markets successfully. The findings are in line with the conclusions of Altinay and Altinay (2008), who in their study, found that that the native English language has a positive effect on overall business growth.

4.1.2 Lack of openness

Most immigrant entrepreneurs believe that lack of openness is one of the factors affecting the growth of immigrant businesses in Finland. Many of the participants said their companies grew by collaborating with other companies and making new customers. Immigrant companies find it difficult to partner with Finnish companies to acquire a new customer or to expand to other chains and expand their businesses. That is how they can increase their sales and get more exposed to it, but it is tough to have native companies that trust to work with you unless you got a recommendation from someone they know. Entrepreneur G and I said that it was a challenge to find Finnish business networks. According to respondent G, “I will learn Finnish, but we all know that this is not enough reason. If the immigrant company has all the qualifications and tools to work, it will be better to move the country forward.” Respondent I added that “we should accept that even if foreigners speak Finnish, they will never be a Finn.” Entrepreneur E said that “that Finnish people are not open” it takes a longtime to build relationship with them and it takes a lot to gain their trust. Kirkwood (2009) also observed that immigrants were most likely to be isolated from the business community in most countries.

4.1.3 Employee acquisition and good employee retention

Immigrants companies often find it challenging to get competent hands to work in terms of employee acquisition and good employee retention. Managing employee retention requires implementing strategic actions that will motivate employees to stay in your company. Entrepreneur G said that, “after seven years of starting a business in Finland, it still very difficult to hire and work with the mainstream Finnish population.” Most of his employees are immigrants from other countries. He said he would love to have Finnish workers, “but they are not applying for the job vacancies, even after advertising through the necessary channels.” Similarly, other participants also face the same problem with it comes to hiring the local. One of the challenges immigrants’ entrepreneurs’ encounters is they cannot afford to hire many locals because they cannot pay high salaries. Secondly, their small companies do not offer certain employees' benefit, which might not be very appealing to the mainstream population. Altinay and Altinay (2008) argue that growth depends on the entrepreneur's ability to build a strong relationship with the ethnic community by seeking employees and others. Most of the immigrant businesses rely heavily on the ethnic community networks for cheap family labor. However, some scholars suggest that relying heavily on the ethnic community for cheap labor and sticking to the old way of doing business can affect business growth and failure to attract the mainstream market.

4.1.4 Human Capital

Human Capital contributes significantly to the growth of immigrant entrepreneurship. Entrepreneur C said that his education had opened his mind to create something new because he has no opportunity to advance his career in the host country, which helps him to exploit an entrepreneurial opportunity. The entrepreneur's education also improves the decision-making process by allowing people to analyze and recognize the process of entrepreneurship. University education of an entrepreneur also enhances the performance of a business (Vinogradov and Kolvereid, 2007). Base on the empirical data, seven of the immigrant entrepreneurs, have a master's degree. So only

two of the participants have an undergraduate degree, and one has a high school diploma. Entrepreneur F and H said that they were about to establish an international company based in Finland because of their “human capital” and previous work experience in their field. These two businesses have partners from different countries around the globe. The owners also have two master's degrees. Scholars like Bruderl et al. (1992) argue that human resources will affect the entrepreneur's ability to remain independent through business survival and growth. Higher human resources can boost the entrepreneur's productivity and thereby increasing the company's profit.

4.1.5 Lack of Financial resources to execute projects

Inadequate access to financial resources is one of the major problems preventing immigrant entrepreneurs from growing their businesses in the host country. Several studies have been done further to investigate those financial constraints, and a large body of literature provides evidence this is a constrain—evidence from the empirical data collected in this study proves the consequences of limited access to financial capital. Immigrant Companies struggle to get finance; obtaining financial capital was very difficult for most participants. Entrepreneur B, Entrepreneur I, Entrepreneur J, and Entrepreneur G all applied for startup loans. All the others were denied the loan except Entrepreneur J. Some participants explain that even if they were given loans, the business struggle to pay that loan. Entrepreneur J also outlined that she got the credit, maybe because “her status was different”. She came to Finland based on family ties; her husband is Finnish. She also got a degree in Finland, and she can speak fluent Finnish. While most of the participants in this study started their business either through saving or acquiring small loans from friends and family members, only one entrepreneur was lucky enough to get funding to start her business in Finland.

The rest struggle with the little money they got from their savings or family loan to establish a business. Most of these small businesses want to expand their service to other cities in Finland. Due to financial constraints, they have limited capacity to execute projects, which is affecting the growth of these businesses. Heilbrunn and Kushnirovich (2008) found that financial capital is significant for immigrant business growth as big companies face similar economic challenges.

4.1.6 Social and cultural Integration

Integration has affected the growth of immigrant businesses in both positive and negative ways. Most of the participants said that integrating into the Finnish culture has helped to grow their business. Integration has helped them in three ways. First, they developed their Finnish language skills. Secondly, the immigrant companies were able to get more customers through the recommendations of Finnish friends and grew their businesses. Thirdly, integration also helps immigrant companies to collaborate with Finnish companies and that expand their customer base. Kushnirovich (2015) found similar factors, noting that lack of language skills is a barrier to the growth of their business as they cannot sell to the mainstream population.

When the participants were asked how long they are planning to stay in Finland, all participants said that they have no plans of living in Finland any time soon. They have their families, e.g., wife and children. Their children were born in Finland. Respondent D noted that “they have established businesses here, and as long as the company is steady and growing, they will be here forever because they consider Finland as their home.” Respondent G noted that “the host country 's years of exposure are an essential part of the socio-cultural integration of immigrants.” This interaction involves the implementation of the social norms of the host country. The social and cultural integration of companies can be characterized by the language skills of the host country and their residency (Kushnirovich, 2015).

4.2 Factors motivating immigrants to start a business in Finland

4.2.1 Lack of Job Opportunity

Despite having high job qualifications, and the fact that most of the participants got their education in Finland, that does not give them the advantage to enter the job market as compared to their Finnish counterparts. Some of the entrepreneurs have even two master's degrees, but that does not change their situation. Among all the participants, only Entrepreneur F got a white color job in a Finnish company, probably because of his background in computer science. Entrepreneur F study computer and Engineering. He has been living in Finland for over 13 years now but has been working as a cleaner. Most of them attempt to find white color jobs but to no avail.

According to respondent C, they are often given excuses that they are not hired because they “cannot speak the Finnish language”, or in some cases, when they can speak good Finnish, the companies talk about their “lack of work experience” as a reason for not getting a job. Respondent B observed that no matter how well they speak Finnish, “there is always an excuse for not being good enough and not getting the perfect position in comparison to the locals”. Most of the entrepreneurs that participate in this study see entrepreneurship as a necessary journey to take in Finland based on their experience in the job market. Entrepreneur A said she “became an entrepreneur in Finland out of Frustration of the system,” even though there was an opportunity, especially for the ethnic market, because her products were not available in Finland at that time. The analysis of this research provides evidence that most immigrants are struggling to find jobs they are qualified for in the labor market. As a result of those barriers, push them to entrepreneurship as another alternative. (Fornaro 2018 & Altonen and Akola 2012) study immigrant entrepreneurship in Finland also found similar evident pointing towards the barriers in the labor market as that push foreigner to self-employment.

4.2.2 Immigrants have limited opportunity to advance their Career

According to the empirical data, some participants did not consider themselves to be entrepreneurs until they came to Finland. After graduating with a master's degree from a University here. Entrepreneur H's first job was as a waiter, and he “used to work in hotels”. This job was not different from what he had done before living in Ireland and London before coming to Finland. He was in the hospitality industry. He has also done similar jobs here in Finland, but after some time, he “decided to go to university again for a second degree.” So, after graduating with a second master's degree in a business-related field, whiles studying he was looking for a job to develop his career like many of them luckily, he got a job as a service desk specialist in a reputable company here in Finland started working. After eight years of working for the company and developing his skills and obtaining a degree and certificates to enhance his career, he realized that one of his Finish College who graduated from the same program, at the University of Helsinki got a promotion. “Every year they have appraisals, and you talk to your Supervisor about your interests and prospects and so on.” He approaches his Supervisor to ask a way of developing his career. “[He] soon realized that there is no

possibility of moving on with [his] career in that field; nobody told [him] but that it was an obvious observation.” This is the story of many immigrants living in Finland; almost all the participants shared a similar story. This finding is similar to that of Wahlbecks (2007), in his study about Turkish immigrants in Finland, who found that one of the main reasons why immigrants start businesses in Finland is due to the lack of employment opportunities and job dissatisfaction. He was the only one who can get compensation from his workplace.

The rest like Entrepreneur C, Entrepreneur D, Entrepreneur I and Entrepreneur J have to quit their blue color jobs to pursue their dreams. Foreigners with their educational qualifications are restricted to a certain level because of the labor market barriers. Although most of them are highly educated, they are still struggling to find jobs they are qualified for. They were pushed to entrepreneurship because of negative associations in the labor market, e.g., barriers like lack of employment opportunity in a foreign country. (Sander 2002 and Habiyakare et. 2009), The authors outline the push motivational factors as poverty, unemployment, job dissatisfaction, racial discrimination, inadequate professional qualifications, and labor market barriers, lack of professional development, and lack of adequate information as the factors why immigrant has become entrepreneurs.

4.2.3 Opportunity in the Market

Majority of the immigrants were motivated to become an entrepreneur because of the challenges they encounter in the labor market. Some immigrants became an entrepreneur because that saw an opportunity or a gap in the market and decided to grab that opportunity by Tech Marketing Solutions for businesses. Entrepreneur F's story is very inspiring. He came to Finland, “purposely working as ahead of Digital marketing”. After one year, his contract with the company was over. Instead of renewing the contract he and one of his colleagues decided to start a business. They both have an IT background, one with a master's degree and another in Electronic Engineering and One in Software development. Whiles, they are working for the company, they face challenges of “getting leads or customers from Instagram.” He and his teammates were “brainstorming on how we could get more leads from Instagram for the company.” So, they “made a prototype of this platform, and we tested it with

the company's account.” They run several hundred followers within the space of two months-three months. They got to 3.5 K, and “we went from zero percent lead from Instagram to 12%. The result was excellent to let it go, for it was just with one organization.” They try it with twelve brands across ten countries and different Industries across the globe. “The results were too good to be true” and they went on to start their own business.

Other entrepreneurs like A and G also saw an opportunity in the market and took advantage of it. Chrysostom (2010), in his study, describes opportunity immigrant entrepreneurs as immigrants who willingly want to set up a business for financial benefit or to take the opportunity to do something unique. They start up a business to gain make more money from their company than if they were immigrant workers, enjoy financial independence, and accomplish a dream. Kirkwood, (2009) that entrepreneurs are motivated by the pull factor to tend to be more successful than their counterparts who establish a business based on push factors.

4.2.4 Financial Independence

Some of the participants want to become an entrepreneur because of the Financial reasons; they want to have enough money to take care of their expenses, not to rely on a paycheck to paycheck and without having to depend on others. Most of them have university degrees, but they are doing manual labor jobs that they are not satisfied with because the pay is small. They are qualified white color job which they cannot get in Finland due to specific barriers. Starting a business is a means of getting more money, which gives them a better standard of living. However, for some participants, money is not the primary reason for starting a business. It is essential to maintain their living cost and support their family members in a foreign country. Other factors also motivate them apart from monetary benefit.

Entrepreneur B said that “people start a business for another reason, but making more money is always part of it”. He said that “you would earn double of what you got from your paying work with entrepreneurship. That will enable you to take care of your everyday need and support your family to have a better lifestyle.” Entrepreneur E said he had done all kinds of jobs in Finland “from cleaning, dishwashing, waiter, food

delivery, and barely surviving paycheck to paycheck.” He further added that “those jobs are hard and consumes a lot of energy which he was not physically fit for, and they do not pay that much as compare to white color jobs.” So, after graduating here in Finland, he searched for a professional job but could not find any. Somehow making more money motivated her to start a business. Hoping that he will gain more money to travel around the world, support his family member, and have a better and happier life doing what he enjoys. Kirkwood (2009), in his research, found that money and independence are the pull factors why individuals choose to become entrepreneurs rather than following the traditional process of becoming employees.

4.3 The Survival Factors of Immigrants Entrepreneurs in Finland

After analyzing the empirical data, we found the following survival factors, crucial for immigrant entrepreneurs to succeed in Finland. Social network and support from family and friends, Educational qualification, previous entrepreneurial experience, doing part-time jobs, not limiting their business to Finland, self-motivation, building brand reputation, commitment, and hard work. Each of the factors will be discussed below.

4.3.1 Social Network and Support from Family and Friends

Most of the immigrant entrepreneurs rely heavily on the support of social networks and family and friends for their survival. Lack of funding is one of the biggest challenges that immigrant entrepreneurs face when they start a business. Many do not have the requirement to take government loan; therefore, they depend on the ethnic community, family, and friends to find capital for their businesses. The Rotating Credit Association is used as a source of financial support for the ethnic community. It is often hard for new immigrants to get startup capital irrespective of whether their entrepreneurial venture is successful. According to respondent D, “when immigrant entrepreneurs experience challenges in the new country, they often rely heavily on their family, friends, and community network for emotional and financial support.” Respondent B said that “when the journey is tough, the emotional support from their family and friend pushes them further to achieve their dreams.” Agreeably, respondent A noted that without the help of family and friends, most startup would not survive that face. She said that there was a point she “must close my eyes, my store, and then

think of cheaper ways to be an entrepreneur because I was like working for bills, which does not make any sense. Their support keeps me pushing and never give up.”

Having good people around you are the best you can ask for as an entrepreneur If they believe in what you are doing. Most of the entrepreneur that participated in this study said their family and friends are their biggest motivation. Many immigrant businesses survive because of the support from their community (Yoon, 1995), study the growth of the Korean immigrants in Chicago, and found that their business survives because family members help them sustain and growth their business. Moreover, social networks focused on shared identity like friendship, school friends, church community members offer financial support, business advice, and business opportunity to prospective business owners as an immigrant entrepreneur. Respondent C observed similarly, noting that “ethnic community networks can help your business in various ways, like financial, emotional, and human resources.”

Entrepreneur H said that community Network was what help his company to survive the challenges and hardship at the beginning. He was part of some clubs and the Nordics Association. He built like a community of friends and met new local and foreign people, which helped him build credibility as individuals. When he started this business because he had created trust within the community network, they recommended some clients to him, and that was how he kept on getting more customers from that network. In agreement, Chrysostome (2010) observed that entrepreneurs get a lot of customers through these networks through recommendations from friends and close family members.

4.3.2 Educational qualification

Education plays a vital role in the survival of immigrant entrepreneurship in Finland. The demographics of the participants in this study indicates the educational qualification of the respondents. Only one participant has a high diploma, two has a bachelor's degree, and seven have a master's degree. Their educational qualification helps their businesses to survive to a great extent as they had to come up with different strategies at every stage of the company to keep up with challenges and competition. In the survival of the immigrant entrepreneur, educational qualification is a significant

element as it allows the entrepreneurs to undertake the challenges or problems the business faces in the host country and come up with the best approaches to solve those problems. Scholars found out that the educational qualification of the immigrant entrepreneurs plays a significant part in the decision-making process. Many studies have highlighted the effects of education on business performance and Growth (Chrysostome, 2010).

Education gives them the skills to and mindset to always be ready to change. According to respondent A, “the business survives if you keep up with the market needs.” For example, Entrepreneurs frequently change their business model within the first five years; it is a trial and error stage; basically, you will try everything to know what works and what does not work in all the departments. Respondent D also observed that “the business will survive if the entrepreneur understands the organization's entire structure and has a big picture of where they want their business to be in the coming years”. Similarly, respondent F said that “even if you are an IT guy if you are building a startup company, you need to have sales and marketing skills because you are going to market the company to the investors, and you must know how to explain what you are building inside.” Chrysostome (2010) studies the survival of necessity immigrant entrepreneurs in the United States and found that the education level is essential for immigrant entrepreneurs to survive in the host country. He said that education helps the entrepreneur to understand the challenge that faces in the host country and come up with a possible solution to those problems and the best ways to tackle them.

4.3.3 Previous entrepreneurial experience

Some of our participants were entrepreneurs in their country of origin. According to respondent F, “previous entrepreneurial experience helps the business to survive” in the host country market, and “it has enabled [them] to overcome many challenges in the new market as they are already familiar with business challenges and know what strategy works precisely for what problem.” Respondent E also noted that “it allows the business not to take a certain risk as they have learned from failures and implement some good strategies when necessary to change or implement new strategies.” Overall, the respondents noted that they have worked in similar industries so that they have a

clear understanding of what customers, the computation in the market, and distribution channels and that give them an advantage over their counterparts. Immigrant entrepreneurs who were previously self-employed in their home countries have learned managerial skills and developed new strategies to solve organizational challenges. According to Chrysostome (2010), this includes building a relationship with stakeholders, responding to market demands, managing human resources, and facilitating effective communication in the company.

4.3.4 Part Time Jobs to get extra cash

A part-time job is a means of survival among immigrant entrepreneurs in Finland. The immigrant entrepreneurs who participated in this study did part-time jobs during the first two years of establishing their business. To feed themselves or their family members even though they received startup funds from the Finnish Government, which is mostly 500 euros or more depending on the company and industry. Respondent D noted that “Usually, immigrant entrepreneurs are given startup funds for at least six months to one year.” According to respondent F, “most startup funds might not be enough to take care of themselves as well as the business.” Most of these immigrants had jobs and were earning from 2000 to 3500 euros per month. Entrepreneur C said that in the process of starting to be an entrepreneur. He had a family with small children, so there is a lot of things at stake. So, he decided to start this business and take the risk of doing stuff differently, like a lower lifestyle, until he could stand on his feet again because his family was not making so much money to do all the regular stuff. So, to survive, most immigrants' entrepreneurs have to find alternative ways of getting extra money. They often do minimal labor jobs like cleaning to get extra cash. These findings are in line with those of Altonen and Akola (2012), who also found that some immigrant entrepreneurs are motivated by the need for extra income for survival.

4.3.5 Self-motivation

Most of the participants share a similar opinion about self-motivation as a means of business survival. According to them, it is essential to keep yourself motivated, but it is even more critical to motivate other employees. Immigrant entrepreneurs need to

inspire themselves and the purpose of starting a company. They must also be ready and willing to encourage their employees as well as investors about their ideas. Entrepreneur H suggests that business owners should not lose track of their purpose. He thinks that it is effortless to “forget what you are capable of doing or your interest because of the daily demands of the business environment”. As an entrepreneur, you need to do something that gives you joy and purpose, something that is in line with your calling and with your talent that challenges you as a person in a way that allows you to grow. He said the critical factors for business survival and success is to set “realistic goals”, take failure as an opportunity to succeed next time and keep yourself motivated.

4.3.6 Building your brand reputation

Most immigrant companies find it challenging to get Finnish customers; the only way they have been surviving is through word of mouth. If their customers are satisfied with their product or services, they recommend other people to them. Entrepreneur F believes that if they do not deliver satisfaction to their customers, it will slow their business down. Especially the kind of business they are doing, “Marketing Tec solutions, which is based on a monthly subscription,” if they lose one customer, it will affect their overall revenue. They have a platform that “customers subscribe to for at least one year, and if any customers drop any time in between this one year, then it is going to affect their business.” They usually convert the client to brand advocates. Hence, clients introduce their services to other people this word of mouth marketing help the company generate new clients through old customers. According to the manager, if they do not deliver what we promise to their clients, they will lose other potential consumers because they convert their clients into brand Advocates. Entrepreneur G also said that “building a brand reputation has helped his company survive” because of the good name the business has created for itself over the years.

4.3.7 Commitment and Hard work

The respondents noted that immigrant entrepreneurs make unimaginable sacrifices to overcome the obstacles their businesses face in the host country, and these include working longer hours, willingness to compromise their time and resources, spending

less time with their families, and insufficient salaries (Chrysostome, 2010). Entrepreneur G that his “Commitment, hard work, and dedication is what helps his business to survive” for seven years now. Customers will recommend him to other customers, even in cities where he is not living. Current studies have highlighted the significant problems immigrant entrepreneurs encounter in the host country to survive. However, there is so much to learn about the phenomenon of immigrant entrepreneurship. Integration has become a major in many developing countries that are major destinations for immigration. Immigrant face many challenges before settling down; however, theses pushes most immigrants to start businesses and become self-employ (Chrysostome, 2010).

4.4 The Challenges immigrants’ entrepreneurs face in Finland

After starting and expanding their business in Finland, most immigrant entrepreneurs face some challenges. Through each person's challenges are dependent on his or her business environment, the type of company and personal experience also differ. The following are the Challenges that immigrant businesses face in Finland based on the empirical data collected in this study. High tax rates limited financial assistance, language barriers, lack of cultural awareness, barriers in the labor market, and access to business information in English.

4.4.1 High Tax rates

All the participants complain about the high tax rate they are paying that their small businesses cannot afford. Some of them suggest that the government need to look out for small business by waving the tax for small companies until the company growth steady. They suggest that the government impose a higher tax on big companies that are making a huge turnover. According to Entrepreneur A, “high tax rates are the reason why many small businesses are closing or going out of business because they cannot survive high expendability”. They work for the whole month and pay all their profit of tax and bills. They also said that the policymakers should come up with Tax incentives for small struggling businesses to encourage more people to become entrepreneurs.

4.4.2 Limited Financial Assistance

Most of the respondents explain the challenges they have gone through before getting funding. It is challenging for the immigrant business to get financing. Most of them started their business using personal savings or small loans from friends and family members. All of them apply for funding, but only one entrepreneur got funding from the Finnish government. Entrepreneur H got a layover package from his employer and used that money to start his business. Entrepreneur E suggests that the government should increase that amount of money. Entrepreneur C noted that he was receiving about 2500 euros every month from the two jobs he was doing. However, after starting a business, the government's 500 euros were not enough to support him and his family. So, at some point, he “had to do some part-time job to survive, and when you take any form of employment, the government will cut off that start-up grant, which is not fair as it prevented [him] from focusing on the business full time.” The findings are comparable to those of Chrysostome (2010) who found that immigrant businesses face financial challenges. As they often find it challenging to get access to financial capital from financial institutions like banks or government grants.

4.4.3 Language barriers

Immigrant entrepreneurs in the host country face several challenges related to the language barrier. In executing different business procedures for their startup companies and development, they often face more significant problems than indigenous companies. Due to the language barrier, they face difficulties. For example, if immigrants write a business plan in a foreign language and apply to a financial institution to obtain startup grants. Register their company, resolve legal issues, recruitment procedures, social security requirements. Communicating with mainstream customers and connecting to the new business environment and culture, etc. Immigrants have difficulties in adjusting to the new culture and a way of doing business in the new country. More cultural than language. According to Entrepreneur F, he experiences problems with the Finnish language, especially when he wanted to register his business online. Entrepreneur E also mentions similar challenges with the language barrier, especially with the bookkeeping, as he invoices a lot of companies and needs an accountant to interpret the tax system for him with a local company and

do other things better. Altinay and Altinay (2008) analyzed language as a barrier to entrepreneurship in the host country. They found the ability to communicate with others in English was an important factor, which in turn affects social and economic integration and profitability of the business.

4.4.4 Lack of Cultural Awareness

Immigrants find it challenging in adjusting to the new culture and a way of doing business in the new country. Entrepreneur F said that because “the ecosystem is new, and it took him a long time to understand the culture and how he can relate and network with the local community”. Some issues that are norms in their native countries are taboo in Finland because of that fear most of the immigrants do business with their ethnic community by selling products and services that the ethnic community need and failing to attract customers from the native population. Entrepreneur G said that “due to the cultural barrier he had to study the culture before opening his company to avoid any misunderstanding with his clients”. Omisakin (2017), in his study, found that the immigrant business. Struggles with a lack of cultural understanding of their new environment as well as the knowledge of how companies operate in Australia.

4.4.5 Barriers in the Labor market

Immigrants find it very difficult to enter the labor market in Finland. Most of them explain that they never thought of entrepreneurship when they were in their country of origin. Because of the challenges they face in the host country, entrepreneurship is an alternative for them to be employed. However, Entrepreneur A, C E, and H believe institutional racism exists when it comes to hiring foreigners in Finland. According to them, they have the same qualifications as the local people, and even if they can speak fluent Finnish, they will reason not to be hired. Entrepreneur B, E, C, G, and H, said that they all studied in Finland with master’s degrees in various field Computer science, Engineering Hospitality management, Accounting, and IT but with no white color jobs. Diversity is still not part of Finland’s business community. However, they believe that few changes are now happening, and things are getting much better in the labor market than a couple of years ago. Hanley and Shragge (2009) found that most immigrants with a higher level of education find it challenging to get jobs they are

qualified for. However, the employment opportunities they often received is at the bottom of the labor market. They must push through that challenge and open their own business.

4.4.6 Access to Business Information in English

Immigrant entrepreneurs often find it challenging to get access to business information in English. Some participants also said that it is difficult for them to get information about their business in English, especially when it comes to Taxes information. Entrepreneur G said that access to information in English is not as readily available in English as in Finnish. That makes the entrepreneur insecure about whether they are doing the right thing and how you can ask for help. This makes them push through it by learning Finnish, but it does not happen overnight. He said that it would take months or, in some cases, years to learn by yourself, so you keep on pushing and try to motivate yourself that you can do it. Moreover, entrepreneur F said it was difficult to register his business online as the system was not available in English. Pinkowski (1998) studied immigrant entrepreneurs from Great Britain, Germany, the United States, and the Netherlands and analyzed the challenges they face in running their businesses. He mentions that immigrant business owners find it challenging to access the information; they need to create and sustain a company.

5 DISCUSSION

The main findings of the study are discussed in this chapter. It focuses mainly on how the motivation and survival of immigrant entrepreneurship affect their business growth, which is also influenced by the growth factors found in the literature review. The focus of the discussion concentrates on the empirical results of the study based on the factors motivating immigrant entrepreneurs starting businesses in Finland and how they survive and grow their businesses. Also, the challenges they encounter in the host country. These factors are discussed more in detail shortly. A recommendation and implication of the study is presented at the end of the chapter. The purpose of this study was to investigate the entrepreneurial journey of various immigrants from different backgrounds and try to understand what motivated them to start a business in Finland, after starting their business, what challenges they face and how they survive and grow their businesses over time. The main question of this thesis was: How do immigrants experience entrepreneurship in Finland? And it was supported by four key questions:

1. What motivates immigrants to start a business in Finland?
2. What are some of the challenge's immigrants' entrepreneurs face in the host country?
3. How do they overcome those challenges and survive?
4. What are the obstacles that affect the growth of immigrant businesses?

5.1 Motivational factors

The empirical finding of this thesis shows that immigrants are underprivileged in the Finnish labor market. The factors that motivate immigrant entrepreneurs to become entrepreneurs in Finland are lack of job opportunities, limited opportunity to advance their career, opportunities in the market, and financial independence. Seven of the immigrant entrepreneurs that participated in this study said that lack of job opportunity and getting a corporate job to advance their career is the main reason why they became entrepreneurs in Finland. Some of them never thought of entrepreneurship until they face unbearable challenges in the labor market. Not getting a job they are qualified for after getting a higher educational qualification to push them to entrepreneurship. They

were dissatisfied with the jobs they were attracting, e.g., such as cleaning jobs, food delivery, post-delivery, dishwashing, and construction work, etc. Those jobs are not lined with their career path, so entrepreneurship was an opportunity to create that professional experience for themselves.

This study also suggests that the primary factors motivating immigrant entrepreneurs in Finland to become entrepreneurs are lack of job opportunities and limited opportunities to advance their careers. Chrysostom (2010) found that one of the main challenge's societies have now is integrating immigrants into the host country's labor market. Chrysostom (2010) also found that immigrants are motivated to become entrepreneurs because of the challenges and discrimination in the labor market. It is evidence that immigrants find it challenges to get jobs if they migrate to develop economics. Fornaro (2018) and Altonen and Akola (2012) study immigrant entrepreneurship in Finland found similar evidence pointing towards the barriers in the labor market as that push foreigners to self-employment. The finding of our empirical data is also supported by the push and pull motivation theory, which states that people are motivated to become entrepreneurs either because of internal or external factors classify as a push or pull factors. The push factors are external factors that drive an individual, and it has negative associations e.g., barriers that prevent immigrants from entering the jobs market in a foreign country. Similarly, job dissatisfaction, unemployment, and immigration, while the Pull factors the internal factors that motivate individuals to become entrepreneurs e.g., Money, independence, business opportunities, market gap, or unmet consumer needs in the host or foreign country. Hakim, 1989; Henriquez et al. 2001, Schjoedt and Shaver, 2007; Segal et al., 2005 and Kirkwood, 2009).

5.2 Challenges immigrants experience in Finland

According to the empirical data, some of the difficulties immigrant entrepreneurs face in Finland are high tax rates, inadequate financial assistance, lack of cultural awareness, language barriers, barriers in the labor market, and getting access to business information in English. To answer the main research question, All the participants explain the difficulties they face as entrepreneurs in paying high taxes for small businesses that can barely afford such huge expenses. Immigrant entrepreneurs in Finland also face challenges with inadequate financial assistance. This finding

agrees with Waldinger et al. (1990) study about immigrant entrepreneurship. He found that it is challenging for immigrants to obtain enough capital to start a business in the host country. The immigrant entrepreneurs have divided opinions on the startup's grants they received from the Finnish Government. Inadequate financial assistance forces some immigrant entrepreneurs to change their lifestyle and manage until the business is ready to make enough profit.

Further, immigrants also face difficulties in getting jobs in the labor market that frustration drives them to entrepreneurship. Hanley and Shragge, (2009), in their study, found that most immigrants with a higher level of education find it challenging to get jobs they are qualified for. However, the employment opportunities they often received is at the bottom of the labor market. The finding is also supported by Altonen and Akola's (2012) study, and they found that regardless of the educational level of the immigrants, they find it challenging to get a job in Finland. There is a barrier in the Finnish labor market, and immigrants find it challenging to be employed, and that is one of the main reasons they start their businesses.

5.3 Survival Factors

The findings of the empirical data suggest that immigrant entrepreneurs in Finland survive through social networks and support from family and friends, educational qualification, previous entrepreneurial experience, doing a part-time job to get extra cash, not limiting their business to Finland, through self-motivation, building their brand reputation, and through Commitment and hard work. Most of the participants mention they rely heavily on social networks and support from family to enhance the survival of their businesses. Immigrants often rely heavily on their family, friends, and community network for emotional and financial support. This finding is similar to what Chrysostom, (2010) found in his study; the results state that the ethnic, the social network is vital in the survival of the immigrant company. It is often hard for the new immigrants to get startup capital irrespective of whether their entrepreneurial venture is successful these immigrant entrepreneurs usually rely on the support of their family and friends to finance their businesses (Chrysostome 2010).

Secondly, the educational qualification of the immigrant entrepreneur is essential to the survival of the company. Seven of the participants have a master's degree, and two have a bachelor's degree and one with a high school diploma. All of them mention that

after starting a company if they face challenges, they must regularly change their business model and come up with strategies in line with the market demand. Chrysostome's (2010) research also supports our findings, he studies the survival of necessity immigrant entrepreneurs in the United States and found that the education level is essential for immigrant entrepreneurs to survive in the host country.

The finding from the empirical also emphasize the importance of previous entrepreneurial experience. According to them, their previous experience allows them to survive in the host country market. They have overcome many challenges in the new market because they already understand business challenges and knows which approach works for which problem. That saves time, but it allows the business not to take a particular risk as they have learned from failures and can implement successful strategies. Part time job to make extra cash was also mentioned as a means of survival for immigrant entrepreneurs in Finland. Most of the participants did part-time jobs during the first two years of establishing their business to survive. According to them, the incentive or startup grant they were receiving from the Finnish is not enough to feed them and their families. According to my knowledge, there are no past studies that support this finding. It might be a new finding of the survival of immigrant entrepreneurs in the host country, particularly in Finland.

Further Self-motivation is also a means of survival indicated by the empirical findings. Most of the participants share a similar opinion about self-motivation as a means of business survival. According to them, it is essential to keep your self-motivated, but it is even more important to motivating other employees. This is supported by the empirical findings from Irastorza (2010) book about immigrant self-employment in Spain. The book suggests motivation influence the survival and growth of immigrant grant businesses. Also, Baycan-Levent and Nijkamp, (2009), study immigrant entrepreneurship in Europe and found that entrepreneurship is a means of survival for immigrants in the host country. Building a brand reputation is a means of survival for immigrant entrepreneurs in Finland. Most of the immigrant entrepreneurs in Finland rely heavily on referrals and recommendations from other friends and customers to get clients.

Lastly, commitment, and hard work. Most of the participants highlighted that they work nonstop to make sure that they succeed in Commitment, hard work, and

dedication is what helps his business to survive for several years. This finding is supported by studies done with many researchers like Chrysostome (2010) state that commitment is important for the survival of many immigrant businesses in the host country, considering the harsh conditions. Also, Chan (2006), study shows that Commitment and hard work help to secure immigrant companies' continued survival. (Meyer, Becker, and Dick, 2006) have found that Commitment is vital to employees' behavior and their identification with the organization. Chrysostom, (2010), in his studies, create a survival model for necessity immigrant entrepreneurs in the US. This factor includes ethnocultural, political, managerial, psycho-behavioral, and institutional factors.

5.4 Growth Factors

The results of the empirical data suggest that Finnish language skills, the social behavior and lack of openness, employee acquisition and good employee retention, human capital, lack of financial capital to execute projects and social and cultural integration are the obstacles that affect the growth of immigrant businesses in Finland. Finnish language skills are one main challenge that prevent the immigrant business from growing. Some immigrant's entrepreneurs find it difficult to do certain business task due to their limited language capabilities. This finding is like what Altinay and Altinay (2008) found in their study about the factors that influence the growth of ethnic immigrant entrepreneurs in the UK. The finding of their research suggests English language proficiency affect the growth of immigrant businesses in the UK. Many studies suggest that language is a barrier for immigrant entrepreneurs in the host country. Also, scholars like Altonen and Akola (2012) also find language as a challenge for the immigrant entrepreneurs in Finland.

The research finding also found the social behavior and lack of openness in the country as a restriction to the growth of immigrant businesses. Many of the participants stated that their companies grow by collaborating with other companies and making new customers but however as foreign companies that find it difficult to growth in the entrepreneurial ecosystem due to the social behavior and lack of openness. Entrepreneur H, argue they face barrier to growth the mainstream population has to accept the idea that Finland is no longer a homogenous environment; they need to

understand that people have different skills set regardless of the language they speak and also the society find it hard to accept the diversity in the entrepreneurial ecosystem.

The empirical findings also mention Employee acquisition and good employee retention as a restriction to the growth of immigrant business in Finland. Immigrants companies often find it challenging to get competent hands to work in terms of employee acquisition and good employee retention. These small companies find it challenging to hire good workers from the mainstream population due to various reasons e.g. increased the salaries and compensations it still difficult to get Finnish workers. Some of these companies also do not have the required resources to provide certain benefits for their staffs as a result worker that need permanent security tend to seek employment from bigger companies and they affect the growth of their businesses as they need competence hands to work it.

The results also indicate that human capital has significantly contributed to the growth of immigrant businesses in Finland. Most of the immigrant entrepreneur's higher education. Their education allows them undertested the challenges or problems the business faces in the host country and come up with the best approaches to solve those problems and implements different strategies to keep up with the competition in the labor market. The finding of this research corresponds with the study of (Vinogradov and Kolvereid, 2007). Which suggest that University education of an entrepreneur also enhances the performance of a business. Many scholars believe that human capital has a positive impact to business performance and growth. Shane (2004) suggests that general human capital and education can contribute to self-work. Bruderl et al. (1992) argue that human resources will affect the entrepreneur's ability to remain independent through business growth.

Further, findings also suggested that lack of financial capital to execute project can affect the growth of immigrant businesses. Financial capital is one of the major problems preventing immigrant entrepreneurs from growing their businesses in the host country. Several studies have been done further investigate those financial constraints. This finding corresponds with Chrysostome (2010) who argue that financial capital is significant for immigrant business growth, they often find it challenging to get access to finance. Lastly, the research finding also mention the importance of social and cultural integration to the growth of immigrant business.

Integration has affected the growth of immigrant businesses in both positive and negative ways in Finland. However, the immigrant that have not integrates to the culture and society find it difficult to speak the language and attract the mainstream customers. This is like the Findings of Kushnirovich, (2015) which stated that integration often affects their language skills, and it is a barrier to the growth of immigrant business as they cannot sell to the mainstream population.

5.5 Comparing the similarities and dissimilarities

The researcher will conclude this discussion chapter by comparing the similarities and dissimilarities of the phenomena of immigrant entrepreneurship from the Literature review. We have compared the current literature of immigrant entrepreneurship from various authors relating to Motivation, Survival, and Growth and the difficulties they face in the host country to our finding of the empirical data from this study. Most of the similarities about the topic have been discussed earlier in the discussion of our findings and linked it to previous research to justify our findings. Previous literature has found these similar issues to what we have found in our research. Motivational factors like lack of job opportunity, limited opportunity to advance their career, opportunities in the market, and to gain financial independence. Also, challenges immigrants face are high tax rates, inadequate financial assistance, lack of cultural awareness, language barriers, barriers in the labor market, and access to business information in English. Survival and growth factors social network and support from family and friends, educational qualification, previous entrepreneurial experience.

However, the differences of current literature findings are the new finding highlighted from empirical results in other answers, the research questions of this thesis. My research has some new results about survival and growth elements that help immigrant entrepreneurs to thrive and overcome the challenges in the host country such as doing part-time jobs to get extra cash. Immigrant entrepreneurs not limiting their business to Finland. Also, through self- motivation immigrant entrepreneurs in Finland set realistic goals and keep pushing to achieve their dreams. Also, by building their brand reputation to attract the mainstream population. I think that these are issues that come up in the Finnish context as counties have a different entrepreneurial ecosystem.

5.6 Policy Recommendation

5.6.1 Encourage Diversity Policies

The government should implement policies that are to encourage diversity. They should promote multicultural cooperation and diverse ethnic teams. This will aim to understate, appreciate, differencing lifetime experiences, capabilities, economic and social, and different cultural backgrounds to the labor market in Finland, as suggested by the OECD (2009). This can enhance economic growth through innovation and creativity, great business ideas, and problem-solving skills. Local companies should inform about the benefit of having a multicultural team

Specifically, the government should consider having strategies in place for companies to recruit at least one immigrant qualified for any position; this will create a more diverse workforce and business environment. They should also have intercultural training at educational centers for the locals and immigrants. They should encourage dialogue about diversity by educating the public about intercultural communication, collaboration, and teamwork. It is evident from research finding that immigrant found it challenging to get white color jobs in Finland because of the barriers in the labor market even if they are qualified for such jobs (Fornaro 2018 & Altonen and Akola 2012).

5.6.2 No tax incentive Policies

The Government should come up with policies like no tax incentive base program to assist immigrant businesses as they face many challenges in the host country. This kind of support can help the immigrant business to grow faster. In Finland, all entrepreneurs are liable to pay taxes as from the date you start your company. Companies must provide tax administration with all the information about their expenditure and revenue. No matter how small the business's income, they must pay tax, and entrepreneurs are liable to pay different types of tax. During the interview, many of the participants said that they pay high taxes that their business cannot afford, and that affects their growth. The government can monitor the expenditure and profit the business is making until it reaches a certain level of growth and can start paying

taxes. As Klemm (2010) earlier found out, such an initiative can help uplift many small companies from closing.

5.6.3 Disseminate Valuable Business Information in both Finnish and English

It is recommended that the government make information about doing business in Finland accessible and available in both Finnish, Swedish, and English. That will be beneficial for new entrepreneurs and existing entrepreneurs to get and fully understand all the information related to their business effectively. This will break the barrier of lack of communication and immigrant entrepreneurs paying a huge amount of money for a certain thing about their companies, which they can handle by themselves. During the interview, some immigrant entrepreneurs said they find it challenging to write their business plan in Finnish. Other mentions that they had to google translate every information from Finnish to register their business online, and this led to errors. Also, an immigrant entrepreneur who is not fluent in the Finnish language finds it challenging to understand the Finnish Tax system and accounting system in Finnish.

In most cases, they have to hire other people, which is a lot of money for those small businesses. Therefore, making information accessible and available in languages like Finnish, Swedish, and English can help these entrepreneurs save money and other resources. The tax regulations should be clearly communicated with the immigrant entrepreneurs. They should also assist them with tax calculations and companies' financial activities. Suggested by Vorobeva (2019), They should create software that can be used to simplify the tax calculations.

5.6.4 Create networking events for immigrant and local companies

The Government should create business networking events to bring together immigrant entrepreneurs with local entrepreneurs to collaborate, innovate, and solve problems. Collaboration is essential for small business owners to grow regardless of their industries or the type of business. If they form collections with the local companies, they will help the immigrant grow their business to a different level and contribute to the country's economic growth. The collaboration can also help the local companies to share skills with the diverse people, which could help them even to

expand their markets globally. The local Finnish companies should be motivated to join these networking events. Most of the participants find it challenging to partner with local companies; this will encourage a more diverse business ecosystem in Finland. This collaboration will foster economic growth and increase Finland's innovative and technology-driven economies and competitive markets by creating a pleasant business ecosystem that supports entrepreneurship.

5.6.5 Immigrant should be involved the decision-making process

The Government should encourage immigrants in the decision-making process, especially in matters that concern them. Immigrant businesses should be allowed to participate in relevant policy-making that affects their welfare, business development, and growth. They also are encouraged to be present in business training centers; it will enhance more focused business advice and resolve miscommunication problems. The immigrant should be treated equally, and their work should be appreciated and compensated if necessary. This will create an enabling business environment and trust within the community.

5.6.6 Give Financial Assistant in form of grants and not loans

Some of the participants of this study suggest help their business in longer terms until the business is steady. Some of them prefer the government to support their business expense, e.g., rent, electricity, and water until the business is strong enough to cater to those expenses. Secondly, they appreciate the grant the Finnish government gives monthly, but it is small as compared to what they normally received in their previous job to support their families. It is very difficult when they start their entrepreneurial journey to feed themselves and their families with 500 euros. If they start working part-time to get extra cash, the grant is canceled. This makes it difficult to focus entirely in their businesses. If the government can support more with that, it will be highly appreciated.

Thirdly, the government can support them financially through the investment part of their businesses. Also as suggested by Vorobeva, (2019) there is favoritism at funding grants. It will be helpful if the government investigates that ensuring equality and a

transparent process when it comes to funding business. They should also inform the agents responsible for such funding about the legal responsibility for such favoritism actions. Policymakers should develop some future projects to attract more immigrant businesses; they should reward the company doing well to encourage more immigrants to become entrepreneurs. This could be a solution for country with its future economic challenge of slow growth and low birth rates. The Finnish government should support immigrant entrepreneurship more. I believe that if they encourage and support them market achieves international resources, innovative ideas, approaches, and more business that will boost the economy. Immigrants have an enormous ability to increase the Finish economy in many aspects.

5.6.7 Protect the immigrant's entrepreneur

The government should also create awareness about the right of immigrants and protect them from discrimination. The policymakers must develop and implement the more efficient and shed some light laws on racism violations. They should create more awareness against racial prejudice to sensitize the public about the dangers of such actions. Researchers from Finland have identified that discrimination is a significant restriction in the operation of the immigrant business (Altonen & Akola 2012, Katila and Wahlberg 2011; Walhbeck, 2007; Yeasmin, 2016) develop mechanisms to protect the right of immigrants. This will create an enabling environment to resolve so many problems.

5.7 Implications

This research aimed to understand the motivation of why immigrants start a business and how immigrant companies survive and Growth in Finland. The results of this study will be helpful to policymakers and the authorities concerned in decision making to support and encourage immigrant entrepreneurship. The empirical findings will give them a better understanding of the factors that affect the survival and growth of immigrant companies in Finland and, for instance, facilitate effective allocation of government grants and funds. These measures can lead to development programs that can support and promote the growth of successful and sustainable immigrant businesses. The research findings have shown some difficulties or challenges these immigrant entrepreneurs experience while starting and growing their companies. This

can help the policymakers to identify the best approach to solve some of these problems. This study will enable immigrant entrepreneurs to engage in sustainable growth driven entrepreneurship, thereby increasing their performance in the Finnish economy. If these immigrant businesses are encouraged to have more lasting and growth-driven projects that may free the government welfare enormous borders, they will rely on welfare if their business fails. Therefore, Income would be generated in the areas where immigrants live.

6 CONCLUSION

This final chapter of the thesis about understating the motivation, survival, and growth of immigrant businesses in Finland provides the conclusion. As highlighted in the earlier chapters of this research, many immigrants face challenges that limit their business growth. After starting and expanding their companies, despite the limitation of the current study, this thesis does not only provide accurate information but also divulge the real-life experience of the immigrant entrepreneurs living in Finland. Although entrepreneurship is becoming a global trend among immigrants, creating the enabling business environment in Finland can be a solution for the countries future economic challenge. Finland needs more Immigrants to increase its population and reduce the low demographic gaps; entrepreneurship will enhance massive economic growth as well as boost the social wellbeing and foster diversity. Entrepreneurship is increasingly becoming common among immigrants in Finland a report from the economic development division enterprise service by Koivusalo, (2019) state that immigrants establish more companies than the native population. Also, Yle News (2014) reports a new study that indicates that Finland lacks the support structures to encourage business growth among immigrants. Considering the vital role that businesses play in the economy, it is not surprising that perhaps the focus is now on immigrant entrepreneurship as a significant research initiative. Policymakers, the business community, researchers, financial organizations, the media, learning institutions, trade unions, and relevant law enforcement authorities are paying closer attention to immigrants' entrepreneurial activities. Ten thousand immigrant entrepreneurs in Finland came from different parts of the world into the country. Those businesses have employed 30 000 people and have a collective turnover of €3.5 billion on their activities. Research shows that those Immigrant based companies produce more jobs than other companies (Yrittajat news, 2019). while the economic impact of immigrant entrepreneurship is still debatable, there is no doubt that it revives and strengthens a country's economy. The study found that whiles the thesis finding is similar to past research results. It has also brought some unique elements, such as immigrants having limited opportunities to advance their careers. Doing part-time jobs to get extra cash, not liming their business to Finland, and building their brand reputation to attract the mainstream population. Therefore, the researcher considers

this thesis to be a contribution to the existing literature on immigrant entrepreneurship as it bridges the gap in the relevant field.

However, the research also has some potential limitations. Firstly, the study focuses only on immigrants in certain regions in Finland like Oulu and Helsinki and Turku region, and all the participants chosen for this study are first-generation immigrants. Secondly, the sample might be small to generalize the findings. Thirdly, the research is also limited as it is a qualitative case study, and there might be some bias when collecting and interpreting the data. Fourthly, the research's expectation can only be drawn from the assumption of the ten immigrant entrepreneurs across Finland. Lastly, there is no previous literature in Finland addressing this specific topic about the survival and growth of immigrant businesses that might be a constraint on our findings.

The study suggests further research as the sample is small to get a broader perspective of the phenomenon. The size sample should be increased. There is also an opportunity to research this study further by using a bigger sample size. Another research can also choose participants both first and second-generation Immigrants. Also, Further investigation of this study can carry countrywide to get more in-depth information.

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APPENDICES

Interview Questions

Immigrant Background Information

What is your name?

How old are you?

What is the name of your country?

When did you decide to permanently move to Finland?

Before moving to Finland, what were your per migration dreams and expectations?

What is your educational qualification?

What is your first language?

Do you speak Finnish?

Previous Business experience

What is your work experience in Finnish labor market?

If no, what happen?

If yes, what kind of job did you have?

From which company?

The reason /purpose of becoming an entrepreneur

Have you ever got a paid in Finland before?

Have you ever searched for paid jobs here in Finland?

Do you have other employment opportunities in Finland apart from being an entrepreneur?

Did you have any previous entrepreneurial experience before moving to Finland?

What did you decide to be an entrepreneur?

What is the primary objective of opening a business?

Difficulties immigrants encounter

Can you describe your journey from setting up a business to expanding successfully?

How did you start this business? What happen?

After starting your business In Finland, what were the major difficulties you face?

What was the biggest problems? and why? What really happen?

Do you think it was a hard time for the business?

What kind of difficulties do you facing that slows your business down?

Immigrant entrepreneur's survival

How did you deal with it, and what motivated you to keep going?

How did your business survive up to this stage?

What did you do differently to solve some of the challenges?

What difficulties did you experience later when you want to expand the Business?

Immigrants business Growth

How long have you been in this Business?

How do you measure the growth of your business as compare to the last year's performance?

How is your business growth in revenue as compare to the start?

How is your company growing in comparison with your rivals?

Have you ever increased the number of employees relative to the beginning of your business?

How can you describe the general success of your business?

What are the barriers that affect the Growth of your company?

Are you satisfied with your company's performance? why and why not?

What are the most important aspects of growing your business?

How much growth would like to be attained in the coming years?

The entrepreneur's Resources

How do you perceive entrepreneurship?

How did your educational qualification help your entrepreneurial journey?

How did your previous work or business experience help your company?

How did your prior business experience help in the present development of your company?

Did you believe that by becoming an entrepreneur, you make use of your skills and education?

Market Niche

What type of market are you currently in? and why?

What products and service are your company selling?

How is the competition in the market?

Who are your target customers? immigrants or the local?

Finance

How did you get the funding for your business?

Did you receive any grants or funding to start or expand your business?

What help did you receive during your entrepreneurship journey? From whom was this help received?

Startup Support for immigrants' entrepreneurs

Have you participated in any entrepreneurship training in Finland before?

Did you received any support to start your business?

What kind of support do you received?

How do you think the Government can support your business?

How do you see the business ecosystem in Finland?

How easy is it to acquire financial support from the government?

How long are you planning to live in Finland?

